



For immediate release:

Optimisa appoints ex-Nunwood Director as CEO of Quæstor

Andrew Wiseman joins to drive continued success at full service agency

Monday 3rd March 2008

Andrew Wiseman today takes up the post of Chief Executive Officer at **Quæstor** (www.quaestor.co.uk), the full service market research agency based in Leeds and part of **Optimisa plc** (www.optimisapl.com), the rapidly expanding AIM-listed marketing services group (EPIC: OPS).

Winner of numerous awards, a regular on the conference speaking circuit and a proven business developer, Andrew has worked in both consumer and B2B market research sectors, holding senior roles at Nunwood and ACNielsen. Over the last four years he has driven growth in Nunwood's Analytics and Quantitative businesses and during his eight years in the Global Analytics division at ACNielsen he developed profitable client relationships with some of the world's largest FMCG brands.



Commenting on his new role Wiseman stated: "Quæstor are one of the best names in the business - I'm very pleased to be joining them and to be given the chance to contribute their ongoing success. There are substantial opportunities for Quæstor, both in traditional areas of strength and also through collaboration with other parts of Optimisa and I look forward to getting involved in both aspects as soon as possible."

Optimisa Chief Executive, Simon Dannatt, said of the appointment: "We have been aware of Andrew's work and achievements for some time. Quæstor continues to expand and we needed someone with proven leadership experience who could work with the senior management and staff there to meet the challenging growth targets that Quæstor has for 2008 and beyond. Andrew's significant technical and industry expertise adds to an already-enviable pool of talent and experience at Quæstor and we're excited about what he and the team will achieve this year. With the launch of Quæstor's new base in London, we've had a very positive start to 2008!"

---ENDS---



---NOTES FOR EDITORS---

Based in Leeds, Quæstor (www.quaestor.co.uk) help their clients to unearth opportunities and solve problems through practical methodologies allied with business thinking. With over 20 years full service market research experience and a blue chip client base Quæstor currently has 90 employees and specialist divisions servicing key sectors: Quæstor Finance (Financial Services), Qmedia (Media & Broadcasting), Quæstor Consumer (FMCG & retail) and a dedicated fieldwork division – Quench. Key research areas include Customer relationships, Communications, Product development, Branding, Market understanding, Audience research and Tracking.

Optimisa plc (www.optimisapl.com) is an AIM-listed holding company in the marketing services sector (EPIC: OPS). Optimisa Group is positioned in the space between the large management consultancies and the traditional market research, market intelligence and business intelligence providers. The Group companies share a common desire to deliver high-value, commercial market and marketing advice to help clients to grow their businesses profitably. The Optimisa Group continues to grow, organically and through acquisition. The Group currently comprises kae: marketing intelligence (www.kae.com), nxtMOVE (www.thenxtmove.com), Andrew Irving Associates (www.aiaresearch.com), Report International (www.reportinternational.com), Quæstor (www.quaestor.co.uk), Buckingham Research Associates (www.buckingham-research.com) and Summit Studios (www.summit-studios.co.uk).

---CONTACT---

Caroline Dundas
020 7960 3300
caroline.dundas@optimisapl.com

#####