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THE KEY GROUP ANNOUNCES GOLF QUARTERLY OMNIBUS RESEARCH SURVEY

February 15, 2016—Baltimore, Maryland—The Key Group Inc., a leading global market research firm specializing in primary research and market intelligence today announced the release of its new quarterly golf omnibus survey. This new “voice of customer” market research vehicle provides data quickly and easily using the Key Group’s extensive proprietary e-mail database providing golf manufacturers, distributors and other key golf industry professionals with current information on the latest thoughts and opinions of the customer.

“The omnibus survey is a method of quantitative market research where multiple research clients provide proprietary content for the survey on a wide variety of topics. It is one of the best ways to obtain valuable strategic market research in a cost effective manner since the cost of producing and conducting the survey is shared by the participating clients who only purchase their own questions. The omnibus survey is a proven tool that provides timely customer insights and perceptions on topics, products and trends,” says Tim Mafale, President of the Key Group.

For more information or to participate in the quarterly survey contact Scott Martinet at 800-816-5391 or smartinet@keygroupresearch.com

About the Key Group

The Key Group, Inc. (www.keygroupresearch.com) was founded with the goal of providing global businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics to achieved their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs.

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