

## Observant LLC Makes the 2008 Inc. 5000 List

**Observant LLC also ranked No. 40 in the Top 100 Businesses in Boston- Cambridge-Quincy, MA-NH and ranked No. 95 in the Top 100 Advertising & Marketing Companies**

BOSTON, Sept 10, 2008 /PRNewswire via COMTEX/ -- Observant LLC is pleased to announce that it has been named one of the 5000 fastest growing private companies in the USA by Inc. Magazine. Observant's rank of 1,093 places it in the Top 22% of companies on the list. The list provides a comprehensive look at the most important segment of the economy - America's independent-minded entrepreneurs. Taken as a whole, these companies represent the backbone of the U.S. economy.



"Observant LLC's inclusion in the Inc. 5000 is the result of the confidence our clients place in us to provide actionable insight to inform their marketing needs. This accomplishment is consistent with our commitment to becoming a leader in the field of pharmaceutical and biotechnology marketing science, and it reflects the passion of our personnel for research excellence and client service," said Observant LLC co-founder & CEO, Dr. Michael Feehan.

2008 was a particularly successful year for the company, with strong growth in the US and internationally. A key company initiative is global expansion, and the recent establishment of a London, UK office has expanded the firm's ability to operate on the global stage.

Observant LLC's partners continue to develop innovative research methodologies to support best-in-class custom research. The revenue growth of the firm has been matched by a growth in consulting staff with expertise in both qualitative and quantitative methods.

According to Dr Rich Durante, President and co-founder, "The inclusion on the Inc 5000 is exciting, but it is also tempered by an appreciation that growth at the expense of client relationships is counter-productive. We are committed to managing our growth in a way that facilitates consistently high levels of client service."

### About the Inc. 5000

The 2008 Inc. 5000 list measures revenue growth from 2004 through 2007. To qualify, companies must be U.S.-based and privately held, for profit, independent - not subsidiaries or divisions of other companies - as of December 31, 2007, and have had at least \$200,000 in revenue in 2004, and \$2 million in 2007. Complete results of the Inc. 5000, including company profiles and a list of the fastest-growing companies that can be sorted by industry and region can be found at <http://www.inc5000.com>.

### About Inc.com

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### About Observant LLC

Observant LLC is a strategic market research partner to the pharmaceutical and biotechnology industries worldwide. The firm offers a full spectrum of research and consulting services including analytically sophisticated quantitative studies and best-in-class qualitative research studies. Observant LLC supports its clients by conducting research in North America, Europe, Asia, South America, and Australia. Observant LLC principals and personnel have cross-industry backgrounds in consulting and public health and have published extensively on research methods and health science. For more information, or to contact the firm's partners, please visit: <http://www.observant.biz>.

