



FOR IMMEDIATE RELEASE

STANLEY HART TO SPEAK AT THE CONFERENCE BOARD'S 'CUSTOMER EXPERIENCE MANAGEMENT' CONFERENCE IN NEW YORK CITY ON MARCH 24-25

Leading Global Executives Examine How Companies Create Connections Between Management and Customers from CEO to Frontline Contact

Toledo, OH – **March 22, 2010** – Stanley Hart, RitterAssociates, Inc. will join together with other top executives from numerous leading global companies in New York City on March 24-25 for The Conference Board's 2010 Customer Experience Management Conference. The conference will provide a comprehensive overview on how companies create connections between management and customers.

Top executives from leading B2B, B2C and Not-for-profit organizations will provide insights into engaging executive leadership, technology platforms, aligning corporate culture to the customer and more. The conference, to be held at the Inter-Continental The Barclay New York, is sponsored by MWW Group and is presented with assistance from Synovate and AchieveGlobal.

“We are so proud to welcome Stanley Hart as a guest speaker at the 2010 Customer Experience Management Conference. He exemplifies customer management at its best and is a true industry leader,” says Robert Reiss, Conference Chairman. “Today, more so than ever, it is critical for the overall success of a company that managers are able to build trust and establish an open dialogue of conversation between their employees and constituencies alike.”

“In today's competitive marketplace a positive consumer experience can make the difference between a sale and a lost opportunity”, says Stanley Hart, Chairman and President of RitterAssociates. “The Customer Experience is paramount to business success,” Hart continued, “and correctly and consistently measuring the customer experience ensures that all consumer touch points are at, or exceed, guidelines.”

For additional information about the conference, including a complete list of topics and speakers, please visit The Conference Board's website at www.conference-board.org. Media are invited to attend this conference free of charge and can register by calling Frank Tortorici at (212) 339-0231 or Yvonne Burnside 212-339-0233.



About RitterAssociates

Since 1974, RitterAssociates has provided accurate, quantitative, and actionable customer measurement data that enable our clients to maximize their return on investment and gain a competitive advantage in the marketplace. RitterAssociates combines talent with technology to create the most effective custom measurement program to fit your needs. For more information about RitterAssociates, visit us at www.ritterassociates.com.

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