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MResult Names Chris Shafer as Vice President of Product Design

New London, CT, September 1, 2007 - MResult is proud to announce that Chris Shafer, an innovator in the field of Information Architecture, has joined MResult in the role of Vice President of Product Design for MResult. Shafer will manage MResult's product design and development organization for healthcare and business intelligence application products. His extensive knowledge of user experience and information architecture has made him a leader in creating web-based products.

"Chris Shafer made a name for himself with industry insiders as a result of his intuitive ability to synthesize many different, often competing requirements into a cohesive whole. He also has an instinctive understanding of the aesthetic components necessary to create a compelling user experience," said Sekhar Naik, President of MResult. "We are thrilled to have him on our team. The combination of his experience and visionary innovation bring a greater edge to the services offered by MResult."

Prior to his new role with MResult, Shafer helped define Information Architecture practice at Modem Media; one of the industry's most respected interactive agencies and a premier unit of Digitas Inc. In this role Shafer worked on flagship offerings from some of the world's most recognizable brands, including GM's Online Owner's Center and AOL's Consumer Community and Health portals.

Shafer has over 10 years experience in Information Architecture, User Interface, and Instructional Design. A graduate of the Rhode Island School of Design, Shafer holds a BFA in Illustration.

ABOUT MRESULT

MResult Corporation was founded in 2002 by Sekhar Naik in order to provide best practices solutions in software development, business analysis and quality assurance. Many of their clients include Fortune 500 companies and internationally renowned high-growth companies. MResult offers a full range of business intelligence, portal development, and product and applications for healthcare and research & development.

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