



FOR IMMEDIATE RELEASE

ALISHA KOLSKI SNOW JOINS SMARTY PANTS AS INSIGHTS SAGE

NEW YORK, NY – October 28, 2011 – Youth and family research and consulting firm, Smarty Pants, announced today that Alisha Kolski Snow has joined the organization's executive team as Insights Sage. In this new role, Ms. Snow serves as a senior qualitative and quantitative research director and business strategist. It is a role that leverages Snow's 14+ years of experience designing and executing brand-building research for many of the world's largest toy, technology, apparel, CPG and entertainment companies.

Most recently Snow worked for Hasbro, Inc. as a Senior Manager for Global Consumer Insights - responsible for providing Global Brand Marketing and Product Design partners with consumer insights to inspire and inform key business decisions. Snow also led the company's play testing and usability lab.

Prior to Hasbro, Snow served as the Vice President of Insights for Alloy Marketing & Promotions in Boston. She was responsible for leading Alloy's custom research business, providing strategic research counsel, supervising research design and fielding qualitative research.

"We've known Alisha for years, openly admiring her work from close up and afar. Incredibly smart, passionate about kids and well-versed in diverse research methods, Alisha is simply that rare combination of brains and research brawn," says Smarty Pants Chief Operating Mastermind, Meredith Franck. *"We're thrilled to finally have her on our team."*

A highly-respected industry veteran, Snow is a regular speaker at national conferences on youth and family marketing and has been featured on CBS' *60 Minutes II*. Her work and thinking has also been profiled in *The Boston Globe*, *Advertising Age*, and *Footwear News*.

Snow earned her bachelor degree in Business Administration and Mass Communication from Boston University. She is based in Massachusetts.

About Smarty Pants:

Smarty Pants, LLC (www.asksmartypants.com) is a youth and family research and strategy firm with offices in New York, Los Angeles, Chicago, Myrtle Beach, SC. Headquartered in Johnson City, TN, the company conducts qualitative and quantitative research with kids, tweens, teens, parents and influencers and guides marketers on brand positioning, new product development and consumer lifestyles and trends. Clients include Electronic Arts, Hasbro, Nickelodeon, Warner Bros., Cartoon Network, Microsoft, Sesame Workshop, Konami, American Eagle, PBS KIDS, Pepsico, Hilton, Topps, Zumba Fitness and eBay.

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