



FOR IMMEDIATE RELEASE

**SMARTY PANTS APPOINTS MICHELLE PORIS, PH.D.
AS SENIOR RESEARCH DIRECTOR**

NEW YORK, NY – April 1, 2010 – Youth and family research and consulting firm Smarty Pants announced today that Michelle Poris, Ph.D. has joined the organization's executive team as Senior Quantitative Research Director. In this new role, Dr. Poris will work closely with department head, Joanna Fanuele, on the continued growth of the company's custom and syndicated research services. It is a role that leverages Dr. Poris' 12+ years of experience designing and executing business-building research for many of the world's largest corporations.

"Michelle is a wonderful addition to the Smarty Pants organization. She's smart, passionate and a seasoned professional with both an academic and business pedigree," says Smarty Pants president, Wynne Tyree. *"She possesses methodological and strategic horsepower, and clients love her. She's the perfect fit."*

As a highly-respected industry veteran, Dr. Poris is a regular speaker at national conferences on youth and family marketing and has been a featured presenter at the White House Conference on the Digital Generation. She has taught college courses on child psychology and research methods and published numerous articles on child development and youth marketing.

Most recently, Dr. Poris was the Senior Director of Quantitative Research at Just Kid Inc., where she spent six years building and leading the firm's quantitative research practice. Previously, she was a Director at Yankelovich, where she managed the Yankelovich Youth MONITOR - a tracking study of kids' attitudes and values. Early in her career, Dr. Poris was a researcher at the Families and Work Institute, a non-profit organization that examines issues of child and elder care and work-personal life balance.

Dr. Poris earned her Ph.D. in Developmental Psychology from the University of Michigan and a B.S. in Human Development and Family Studies from Cornell University. She is based in Stamford, CT.

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, Atlanta, Myrtle Beach, SC, and headquarters 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, Kraft Foods, Aramark, Topps, and Girl Scouts of the USA.

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