



J.D. Power and Associates Announces the Opening of its South America Regional Office in Brazil

Global Marketing Information Services Company Brings its Voice of the Customer Insights to the Rapidly Growing Brazil Market

WESTLAKE VILLAGE, Calif.: 26 July 2010 — J.D. Power and Associates announces the opening of its São Paulo, Brazil office today—the company’s only office in South America—as it expands the company’s business of providing independent and unbiased customer satisfaction research, market intelligence and consulting services into the rapidly growing Brazilian market.

“The business environment in Brazil is vibrant and competitive, which is exactly the context in which the products and services delivered by J.D. Power and Associates can help businesses and industries succeed,” said Finbarr O’Neill, president of J.D. Power and Associates. “We are excited about the opportunity to work side by side with companies in Brazil and to help them gain business insight by listening to the voice of their customers.”

The Westlake Village, Calif.-based company, founded in 1968 and acquired by The McGraw-Hill Companies in 2005, is the 11th largest market research company in the world. J.D. Power plans to initially bring its custom research and industry benchmark studies and services to the Brazil market in the automotive and wireless telecommunications industries and to eventually expand into the financial services, travel, energy and technology sectors. J.D. Power’s most important goal is to be the premier source of actionable voice of the customer insights and tools that help clients become more profitable.

“Brazil has tremendous growth potential, and it is our intent to bring a level of transparency for consumers that will encourage corporations to make improvements to the products and services they provide,” said Jon Sederstrom, director of Brazil operations at J.D. Power and Associates. “We will also provide information and counsel that will help corporations make more informed and profitable business decisions by listening to and understanding their customers.”

J.D. Power and Associates’ global activities include industry-wide custom research; industry benchmark tracking studies; automotive forecasting; and consulting services, as well as business operations analyses and consultancies on customer satisfaction trends.

J.D. Power and Associates is best known for its work in the global automotive industry. However, in recent years, the company has expanded to serve a number of other industries, including travel, telecommunications, utilities, healthcare, homebuilder, consumer electronics and financial services. By mid-2010, the company has more than 700 Associates in 18 offices in countries around the world, including: the United States, Canada, United Kingdom/Europe, South America, and Asia.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About The McGraw-Hill Companies:

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a global information and education company providing knowledge, insights and analysis in the financial, education and business information sectors through leading brands including Standard & Poor's, McGraw-Hill Education, Platts, and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2009 were \$5.95 billion. Additional information is available at <http://www.mcgraw-hill.com/>.

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