

**Toronto. June 13, 2012 – CorbinPartners Inc.** has again been recognized for its excellence in market research by taking two top honours at the 2012 **Marketing Research and Intelligence Association’s (MRIA)** Excellence in Research Awards.

CorbinPartners was honoured with the Public Policy Impact Award and the Best Integration Award at the MRJA’s annual national conference on May 31, in St. John’s, Newfoundland and Labrador.

CorbinPartners and Lerner LLP won the 2012 Public Policy Impact Award for research evidence in support of a challenge to the Canada Elections Act ban on broadcasting early election results. CorbinPartners won the same award in 2011 for its work with the Federal Department of Justice, regarding a constitutional challenge to the Canada Elections Act on voter identification rules.

CorbinPartners, Stikeman Elliott LLP, and a team led by CorbinPartners—which included Léger Marketing and MBA Recherche— also won the 2012 Best Integration Award for research evidence in an intellectual property dispute concerning symbols on bread packages.

“I am gratified to see the hard work and dedication of my colleagues recognized in this way,” said Dr. Ruth Corbin, Managing Partner of CorbinPartners.

“We are also thrilled to have the industry experts on the MRJA Awards Committee endorse the high standards we set for litigation evidence.”

CorbinPartners previously won the Best Integration Award (in 2005), with Ridout & Maybee LLP, for research evidence presented to the Federal Court regarding the fame of the Jaguar Brand, and also previously won the Best Integration award (in 2006), with Fasken Martineau DuMoulin LLP, for research evidence presented to the Ontario Superior Court regarding a brand name dispute between Victoria’s Secret and La Senza lingerie.

“Industry recognition of ‘best integration’ of multiple research methods represents an important trend in market analysis,” commented Dr. Corbin. “Surveys, mystery shopping, social media analysis, and expert literature reviews can all be combined to increase the confidence of courts, policy-makers and corporate executives in the high-stakes decisions they are called on to make.”