

FOR: Urban Science

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**Jack Bowen Joins Urban Science
As Chief Marketing Officer**

FOR RELEASE

DETROIT, Mich., Oct. 17, 2005 – Jack Bowen has joined Urban Science, a leading global consulting firm, as chief marketing officer, announced Urban Science founder and President Jim Anderson. As a member of the corporate management team, Bowen’s responsibilities include leading the Urban Science Practice Development and Management team and defining strategy for the Global Marketing and Global Information System areas.

“Jack Bowen joining the Urban Science team, with his vast expertise in customer relationship management (CRM), will benefit Urban Science clients and help us continue to grow their business,” Anderson said. “Bringing Jack on board is vital to our plan to continue our 29-year history of steady growth around the world.”

Bowen was general director of GM/CRM, General Motors Corp.’s CRM organization, since 2003 and responsible for GM’s interactive marketing and advertising.

“Joining Urban Science at this point in the company’s growth is an exciting opportunity,” Bowen said. “Using my experience in boosting dealer-network marketing, building strong CRM systems and developing successful web publishing will help lead Urban Science’s global growth as we develop new markets.”

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As general director of GM/CRM, Bowen was responsible for all of GM's online and search advertising for its dealer web-publishing service, the development of online "shop-and-buy" tools, as well as marketing for GM web publishing. He also oversaw GM's third-party sales lead consolidations.

Prior to that role, Bowen was general director of GM Cardmember Services and responsible for the GM Card's emergence as a leading CRM engine. He also served as marketing director for the Buick Rendezvous and future Buick products, and as director of advertising for the Buick Motor Division during his nine-year career with GM.

Bowen spent 10 years with Leo Burnett Advertising in Detroit as a vice president, account director and supervisor, handling national accounts such as United Airlines, Kraft-General Foods, Sony, Black & Decker, Swift and Proctor & Gamble.

He served as an aviation captain, platoon leader and pilot in the U.S. Army in the early 1980s during the climax of the Cold War. He graduated from the U.S. Military Academy at West Point, NY, with a bachelor of science degree in general engineering and a master of science in systems management from the University of Southern California.

Founded in 1977, Urban Science helps companies evaluate, structure and manage their retail sales channels to achieve critical competitive, cost and customer-relationship advantages. With headquarters in Detroit, Mich., Urban Science serves its global clientele from offices in the United States, Spain, England, Germany, Italy, Australia, China, Mexico and Japan. For more information on Urban Science, visit <http://www.urbanscience.com>.

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