



**For Immediate Release**

**REFLECTING COMPANY GROWTH,**

**BLUE BEAR EXPANDS STAFF, OPENS NEW OFFICE**

[www.bluebearllc.com](http://www.bluebearllc.com)

Cincinnati, Ohio (February 22, 2004) – Reflecting growing demand from Fortune 500 companies for its groundbreaking research into consumer behavior online, Cincinnati firm Blue Bear has tapped Wendy Kincaid as sales administration manager, a newly created position.

Founded in 2000, Blue Bear helps blue chip clients like American Express, Ford Motor Company, Aetna, and Clairol create web sites that enhance consumer relationships and build stronger brands. Using patent-pending technology and a traveling research lab, Blue Bear uses its own hybrid of market and usability research to unearth what motivates consumers to take action online.

In her new position, Kincaid will manage new business development and client relationships, according to president and founder, Steve Brock.

“This is an exciting time for the company as we expand our work into new industries,” said Brock. “Wendy’s background and vision will prove invaluable as we continue to grow the business.”

Brock added that Kincaid’s appointment coincides with the opening of Blue Bear’s new headquarters on Lake Forest Drive in Cincinnati, as well as the redesign of the company’s web site ([www.bluebearllc.com](http://www.bluebearllc.com)).

Prior to joining Blue Bear, Kincaid spent three years as an account manager for Martin Training Associates, a project management training and consulting firm. Kincaid also previously served as program manager and customer care representative with On Target Media, now Healthy Advice Networks, which operates advertiser-supported patient education programs in healthcare facilities.

**(more)**

Kincaid holds a B.A. in Communications from Michigan State University. She currently resides in Cincinnati.

**About Blue Bear**

Blue Bear's groundbreaking website evaluation techniques assess how consumers react both emotionally and intuitively to websites, bringing clients like Iams, Lowe's Home Improvement, Clairol, and Ford Motor Company closer to their consumers than ever before.

Armed with a one-of-a-kind traveling research lab, Blue Bear immerses marketers in the website evaluation process, giving them first-hand knowledge of their consumers' online experience. Blue Bear then analyzes those experiences and transforms them into quantifiable data and actionable steps, creating better websites and stronger brands. For more information, visit [www.bluebearllc.com](http://www.bluebearllc.com).

# # #