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**“FOR IMMEDIATE RELEASE”**

**Sales Quality Research Group names Keena Pettijohn to Senior Project Manager post.**

Jim Rensel, co-founder and president of Sales Quality Research Group, announced today that Keena Pettijohn, a financial services executive from Wellington, Florida, has joined the firm as a Senior Project Manager. Pettijohn has 30 years' experience in the financial services industry, including 17 years in working with several major bank brokerage firms, including Citibank, Fidelity Bank, Corestates, and Astoria Federal. She also held senior management positions with both Marketing One and IFMG. Just prior to joining Sales Quality Group, she served as Senior Vice President and Investment Program Manager for BankUnited in Florida.

Rensel stated that: “Keena's extensive experience in establishing and managing investment and insurance sales programs for financial institutions is a welcome addition to the Sales Quality Group Management Team. We expect Keena to be a real asset in helping us market our research services to banks, credit unions and third-party marketing firms primarily on the East Coast and in the Midwest. We also expect Keena to play a key role in helping us introduce several new and innovative services including our new *Online Real-time Branch Audit Software System*<sup>™</sup> and our *Branch and Call Center Referral Study*<sup>™</sup> .

In addition to managing several major investment and insurance sales programs for banks, Pettijohn has been instrumental in the development of team and individual performance plans, licensed banker and registered representative training programs, back-office support and on-line processing. Keena holds several securities and insurance licenses (including a General Securities Principal's license - series 24) and is an honor graduate of Ohio State University.

Sales Quality Research Group, Inc. is one of America's leading providers of market research services for financial institutions. The company has conducted well over 100,000 in-person and telephone shops and surveys of retail bank employees, investment program sales personnel and their customers. Sales Quality Group has conducted research and consulting services for over sixty major banks, credit unions, insurance companies and brokerage firms over the past decade.

For additional information, please contact Jim Rensel by email at [jim@salesqualitygroup.com](mailto:jim@salesqualitygroup.com) or by telephone at 480-967-7500.

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