



PRODUCT VENTURES

NEWS RELEASE

CONTACT:

Peter Clarke
Product Ventures Ltd.
Telephone: 203.319.1119
Email: pclarke@productventures.com



Gail Ritacco
Vice President, Market Insights

VICE PRESIDENT, MARKET INSIGHTS LEADS RESEARCH TEAM AT PRODUCT VENTURES

Gail Ritacco, Vice President – Market Insights, Joins Fairfield Headquarters

Fairfield, CT (January 5, 2007) – Product Ventures Ltd., a global leader in structural package design and strategic invention, welcomes Gail Ritacco, Vice President Market Insights, to its Fairfield, CT headquarters.

Gail brings over 20 years of strategic insight experience and entrepreneurial energy to her role. At Dannon, Gail led the market research team and a broad array of custom and syndicated research. She honed her skills in quantitative analysis as Vice President, Group Head at Guideline, and brought those skills to other corporate giants such as Unilever, Clairol, Playtex and Revlon. As Vice President of the Market Insights team, Gail will lead the consumer driven approach to product innovation for which Product Ventures is known.

“With her strength in qualitative and quantitative analysis, as well as her ability to inform strategic decisions, Gail is the right leader for our already robust Market Insights team,” said Peter Clarke, Founder and CEO. “Our clients will appreciate the level of professionalism she brings to this role.”

Product Ventures, Ltd. is the world’s most effective resource for strategic invention; a resource that understands production challenges and can reveal and deliver against consumer insights. Through market insights, manufacturing insights, industrial design, and engineering, they deliver inventions that create competitive advantage and improve the consumer experience.

###

Please contact us for high resolution imagery and/or additional selections.