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FOR IMMEDIATE RELEASE

OSC World Names David Lustig New Vice President, Business Development - Market Research

Former client hired and will head up new Florida operation for leading market research technology company

Lynbrook, NY – August , 2015 – OSC World, an international provider and pioneer of data capturing and processing services for Fortune 100 companies and market research firms announced today that David Lustig has been hired as the company's new Vice President, Business Development – Market Research.

Based out of Coral Springs, Florida, David will oversee business development for market research, existing client services, customer acquisition, customer strategy and will represent the firm at conferences and trade shows. He will focus on expanding the company's reach into the hospitality, medical, pharmaceutical, travel, insurance and financial services and automotive market research.

"David has years of industry knowledge; he worked with us as a client before joining our organization. He understands the market research sector and has already proven to be a valuable contributor to our efforts to expand our service in the print survey and market research segment of our business," said OSC World President Michael Kerr.

An experienced operations executive, David has previously been a senior leader in the fields of data collection, processing, quality control and delivery of products for leading media research firms.

As Vice-President of Operations and Production for Experian Marketing Services for over 10 years, David oversaw the operations of the Consumer Insights division where he was responsible for data collection and production of the syndicated Simmons National Consumer Study, a suite of services featuring multiple phases and modes of data collection. He implemented a large-scale continuous measurement data collection initiative, allowing the business to double its data deliverables from 2x to 4x annually to meet client needs.

"Having David join our team increases our company's visibility and OSC World's ability to bring enhanced services to our existing client base. His knowledge in the field will allow us to bring our best of breed proprietary services to new sectors, *Fortune* 500 customers and leading market research firms," added Kerr.

"Having been a former client, I completely understand the value and opportunities that OSC World presents. I will be educating the marketplace about OSC's proven approaches and drive business development," Lustig said. "Our goal is to continue to

deliver the most advanced market research technology, including our industry leading data processing, scanning and imaging services for clients in our traditional markets and new sectors. Our approach focuses on giving clients the tools they need to better understand their data allowing them to plan and make better strategic decisions, grow and be more profitable.”

For information about OSC World, visit www.oscworld.com or contact (800) 227-0672

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About OSC World

In business since 1991, OSC World has developed and patented FACTS (Fast Accurate Capture Technology Solutions) one of the only data capture systems which automatically processes all documents, even damaged or torn surveys for the market research industry. Clients include Gallup, IBM, Experian Simmons, Nielsen/Scarborough Research, Maritz Research, Kantar Media, Synovate Ipsos, and the National Research Corporation. OSC World’s Mark Sense software engine was also utilized by Lockheed Martin to aid in processing the 2000 and 2010 Census. OSC World’s Document Management Systems allow for image indexing for all forms/documents in any industry. Additionally, their Digital Writing Solution for iPad and Android tablets allows clients to process files securely and efficiently, integrating with client back-end systems. For more information, please visit www.oscworld.com.