

technology to establish shopper benchmarks, from Atlanta-based Morris & Fellows. Services include geographic trade area studies and shopper analysis for a client base that includes shopping center developers, retailers, restaurants, sports and entertainment companies.

Stillerman Jones, a specialist in shopping center research since its founding in 1977, created many of the research methodologies and statistical approaches used in the industry today. Its research will be analyzed and integrated into Babbage's own extensive database, creating a full overview of how shoppers spend their time and money both in and out of retail centers.

"This may be the perfect corporate marriage," said Bill Roop, president of Indianapolis-based Stillerman Jones. Roop will join Alexander Babbage as a vice president. "Alexander Babbage's cross-industry expertise in how consumers spend their time and money will offer even greater depth and perspective to Stillerman Jones' clients."

The integrated firm will have a staff with decades of experience not just in measuring and assessing data, but in day-to-day operations in retail and shopping center development and management. This combination of skills is invaluable when analyzing information and making it actionable in real-world terms, according to both McKeon and Roop.

"Shopping center managers and retailers face more competition than ever for consumers' discretionary income," McKeon noted. "By expanding our knowledge base and adding to our already strong bench of experts, we will be able to create more detailed research that our clients can use to communicate better with their customers and increase traffic."

As a result of the acquisition, certain redundant office functions will be eliminated, and Stillerman Jones' Indianapolis office will be closed, creating cost-efficiencies that will directly benefit clients. Stillerman Jones' research staff will be given the choice of relocating to Alexander Babbage's Atlanta headquarters, or telecommuting through high-speed networks.

“The use of technology is nothing new for Alexander Babbage,” McKeon said. “Our clients have long benefited from our technological investments that have allowed us to provide timely, accurate and cost-effective research.”

“Babbage’s investment in technology and innovative practices is an extremely valuable benefit for our long-term clients,” Roop added. “The retail real estate industry has become more sophisticated in its research needs in recent years, requiring much more in terms of technology. Marrying our historical knowledge with Babbage’s systems will produce the best information most cost-effectively for all of our clients.”

The combined company, both say, will provide top-of-the-line research for clients and continue a legacy of innovation.

“This is not just a new era for both Alexander Babbage, but for retail real estate, delivering the shopping center industry a combination of the latest techniques and technology with historical perspective,” McKeon said. “Adding the expertise and experience of Stillerman Jones will further help us what we do best -- provide timely, actionable market research to our clients.”

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About Stillerman Jones & Co.

Stillerman Jones & Co. was founded in 1977 by the late Bob Jones and Lawrence Stillerman, to specialize in marketing and consumer research for retail properties. Clients include developers of regional malls, lifestyle and specialty centers, festival marketplaces, urban streetfront, mixed-use, villages, historical districts, tourist venues, college campuses, community shopping centers, and outlet centers.

About Alexander Babbage Inc.

Alexander Babbage provides timely, actionable market intelligence to retail and entertainment-related companies by extensive experience with the latest technology. Its expertise focuses on quantifying consumer behavior and trends for destinations including retail real estate companies, retailers, restaurants, entertainment and sports clients. The company’s innovative research programs include the MAXtrak® market research system, shopper intercept, trade area analysis, Market Share, Voice of Customer, and Shopper Panels, for a wide range of clients including Forest City Enterprises, the International Council of Shopping Centers, Jones Lang LaSalle, Madison Marquette and Turnberry Associates.