



**FOR IMMEDIATE RELEASE**

**Wilke/Thornton Establishes European Subsidiary to Expand Global Promotion, Direction, and Support of CRS—the Leading Consumer Relationship System Solution**

*Columbus, Ohio – January 22, 2007* – Wilke/Thornton, Inc., pioneer supplier of Consumer Relationship System (CRS) solutions for consumer products and services companies worldwide, today announced establishment of Wilke/Thornton Europe. The wholly-owned subsidiary will promote CRS software and service solutions in Europe.

Wilke/Thornton Europe (WTE) will open its first full-service office in London in March to launch its European operation, but will continue to work with Fraser Williams to ensure all existing clients receive the service they desire.

“Establishing a strong direct presence in Europe enables us to better promote our CRS solutions and to provide direct expert support to new clients’ international and global consumer response center operations,” said Mike Wilke, president and founder of the company.

Over 200 leading consumer products companies, including 26 of the Fortune 500, currently use CRS for consumer response management. CRS is available worldwide by license and as an on-demand Web subscription service.

Many food, beverage, personal care, pharmaceutical, and household products companies employ Wilke/Thornton’s CRS to efficiently respond to their consumers’ concerns in an efficient and timely manner, according to established best practices.

Wilke/Thornton clients use CRS to manage voluminous customer contacts and gather information about customer responses and use their feedback to continually improve the companies’ products and services.

With over 25 years of experience with Consumer Affairs best practices and advanced contact center technologies, Wilke/Thornton ([www.wilke-thornton.com](http://www.wilke-thornton.com)) delivers proven solutions to leading companies to help them be more successful in increasing customers’ satisfaction.

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