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FOR IMMEDIATE RELEASE

Proactive Worldwide Extends CI Capabilities in Europe Opens Second Office Outside the United States

SCHAUMBURG IL, February 22, 2010 – U.S.-based competitive intelligence (CI) firm Proactive Worldwide, Inc. announced today that it is opening its second fully owned and staffed office outside of the U.S. The office will be located in Rome, Italy and will provide customized services for clients in our developing business operations in the emerging Eastern European and Western European Markets.

The European office follows on the successful opening of Proactive's Shanghai, China office in 2008.

Enhancing Proactive Worldwide's ability to conduct CI research, consulting and training throughout Europe, the Managing Director for this office will be Joseph Metallo, a competitive intelligence expert who has conducted and analyzed intelligence in Europe and across the globe.

"I began my CI career with Proactive Worldwide over 10 years ago and I am thrilled to be rejoining the firm. Our European-based team is extremely excited to roll up our sleeves and address all of our clients' business intelligence needs to develop new opportunities across all of Europe," said Mr. Metallo.

"As the global community evolves and more companies seek to access the business opportunities in developed and emerging Europe, Proactive will bring an absolute 'feet on the street' approach to conducting its CI research," said David J. Kalinowski, Proactive's President and COO.

A seasoned manager and case officer, Mr. Metallo has developed an extensive network of European-based contacts and has assembled an elite international CI team during his many years working in the region. Metallo will oversee all day-to-day business activities and specifically manage the collection and analysis of evidence-based intelligence across Europe.

During his decorated law enforcement career, Joseph served as a Special Agent in a joint task force involving investigations with several federal, state and local agencies including the Federal Bureau of Investigation, the Drug Enforcement Administration and the Bureau of Alcohol, Tobacco and Firearms. While working as an undercover intelligence specialist, Joseph also served as the Intelligence Coordinator for various narcotics agencies, as an Investigator/Translator for an international Major Crimes Task Force and served as a member of the Joint Terrorism Task Force. Joseph is a dual Italian and U.S. citizen, speaks three languages and currently resides in Italy. Prior to returning to Proactive, Mr. Metallo served as Director of European Operations for Epoch Research. Metallo is an active member of the Society of Competitive Intelligence Professionals and the American Society for Industrial Security. Joseph graduated from Loyola University with a Bachelor of Business Administration degree in Management of Information Systems and from Boston University with a Masters of Criminal Justice.

"With Joseph's experience, cultural understanding of Europe and deep resource pool," said Gary D. Maag, Proactive's Chairman and CEO, "Proactive will be able to provide its global clients with an even broader range of customized research and analytical services that incorporate all the unique nuances of these important markets."

The opening of this second office outside the U.S. gives Proactive even greater market-based capabilities to provide timely, targeted competitive intelligence to clients across a wide range of high growth industries.



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About Proactive Worldwide, Inc..

Proactive Worldwide, Inc. specializes in customized decision support research and consulting for U.S. and multi-national clients. The company is in the business of obtaining raw data, mostly from human sources, analyzing it and identifying relevant strategic and tactical steps that clients can take to stay Out In Front[®] of their markets and their competition.

Its multi-lingual staff has been providing CI services for over 15 years in the fields of life sciences, financial services, technology and telecommunications, and consumer and industrial goods.

For more information, please call 847-483-9300 or visit www.proactiveworldwide.com.

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