

## Press Release

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### NEW COMPETITIVE INTELLIGENCE FIRM ANNOUNCED

ALEXANDRIA, VA, MAY 15, 2012: Gary Feld, formerly a Vice President at DCI Group and Director of Strategic Initiatives for Sen. Bill Frist (R-TN), officially announced the formation of PowerBase Associates, a competitive intelligence and strategic communications firm based in Alexandria, VA.

The company will concentrate its services on four core areas: corporate, public affairs, politics/policy and celebvocacy. Research and cutting-edge analysis of business, legislative, and political issues by PowerBase will provide its clients with decisionable intelligence that helps them reach their goals and impacts their bottom line.

“The goal of PowerBase Associates is to deliver the necessary intelligence to our clients so they can best convey their message and, ultimately, expand their base of power,” said Feld. “Even though my background is in political research, PowerBase will be non-partisan, serving corporations, associations, lobbyists and public relations firms.”

The “celebvocacy” offering is particularly unique. PowerBase plans on taking the skills of opposition research to assist celebrities or activists in their work lobbying in Washington, D.C. In-depth information compiled by PowerBase for agents, public relations specialists and their clients will show how an issue fits into the broader Capitol Hill agenda and, specifically, with a member of Congress and their district.

Feld’s research and communications background is diverse. He began his career as a Senior Analyst for the *Los Angeles Times* and later moved to the Republican National Committee’s Research Department. Feld served as the National Republican Senatorial Committee’s Director of Statistical Analysis and then as the committee’s Research Director from 2003 to 2005. During his tenure at the NRSC, Republicans gained six additional Senate seats, won the majority in 2002 and, in 2004, defeated a party leader for the first time since 1954.

Feld holds a Ph.D. in American Government from Georgetown University, a Masters of Arts from Boston College and a Bachelor of Arts from the University of Toronto.

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