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SPAR Group Acquires Ehrhart-Babic

Lou Babic, a pioneer in the Market Research Industry, has announced his retirement. Lou has contracted with SPAR to acquire the Ehrhart-Babic companies, thus providing uninterrupted service to Ehrhart-Babic's many clients.

Lou said "the synergy between SPAR and Ehrhart-Babic's services and people, along with the close proximity to SPAR's headquarters in Tarrytown makes this an easy transition for everyone." Bill Bartels, Senior Vice President SPAR Corporate, added "this is a terrific opportunity for both companies, expanding our total services and thus providing added value to our combined client base. By using SPAR's 3,000 in-store representatives who merchandise and audit over 20,000 stores monthly, synergistic opportunities abound. Ehrhart-Babic's CDROM - based interactive data delivery system will be merged with SPAR's technology with plans to have their sales reporting and in-store audit systems on the INTERNET."

Ehrhart-Babic's services include: NRTI, an in-store tracking of on and off shelf activity in over 8,800 stores across supermarket, drug, convenience and mass merchandising stores. Their NABEX audit was the first and still is the definitive survey for the alcohol beverage industry, covering both off-premise retailers as well as on-premise outlets like restaurants and taverns. In addition, the company does considerable work in retail test marketing.