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Contact:

Maryse Camelan

maryse@enprecis.com

+ 1 425-985-2121

Seattle Startup Enprecis to Join Washington State Governor Christine Gregoire in Trade Mission to Europe

June 13, 2011 – Seattle, WA and Paris, France – Washington State Governor Christine Gregoire has chosen Enprecis, an innovative provider of product quality data to manufacturers, to join an International Trade Mission to Paris, France, and Hamburg, Germany, during the week of June 20. The trade mission showcases the vibrant entrepreneurial spirit of Washington State, while supporting startup companies in the aerospace and automotive industries.

Participating in Governor Gregoire's trade mission will allow Enprecis to engage directly with leading French and German automotive executives, raising Enprecis' profile in Europe and laying the groundwork for future collaborations abroad. CEO Richard Counihan and General Manager for Europe Vincent Dupray will represent Enprecis on the trip, which is expected to bring millions of dollars in sales and investment to Washington State.

Founded in 2006, Enprecis has developed an [online customer feedback system](#) that continually monitors product quality and provides actionable insights that transform business decisions. A unique combination of speed, detail, and ongoing access to data sets Enprecis apart from traditional market research tools.

"Enprecis is thrilled to participate in Governor Gregoire's Trade Mission to Europe," says Richard Counihan, CEO of Enprecis. "It is a sign of recognition we're proud of. For an emerging company like Enprecis, it would have been time-consuming and difficult to get high-level introductions to top automotive manufacturers in France and Germany. Thanks to the Governor's Office, we are meeting with key decision-makers with responsibility for global budgets in our area of expertise. We could not ask for more," concludes Counihan.

Headquartered in high-tech Seattle, Enprecis has an established client base of [global automotive manufacturers](#), representing multiple brands in 10 countries. After launching Enprecis Asia in 2010 with offices in Seoul and Shanghai, Enprecis opened a European branch in Paris in February 2011. Vincent Dupray, Enprecis' General Manager for Europe, manages the Paris office and leverages 20 years of experience in the automotive and market research fields to facilitate automaker relationships in Europe.

Following the governor's mission, Enprecis will nurture connections with European automakers in the interest of continuing to develop a comprehensive global picture of vehicle quality.

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About Enprecis

Founded in 2006, Enprecis provides evolving quality data to the global automotive industry. Enprecis Continuous Quality Insight (CQI) technology provides robust, real-time customer satisfaction data and powerful analysis tools to automobile manufacturers and dealers. The most responsive feedback channel of its kind, CQI helps the automotive industry get accurate information that leads to improvements in vehicle quality and customer satisfaction. Enprecis clients include Chrysler, Dodge, RAM, Hyundai, Jeep, Jaguar, Land Rover, and Mazda.



For more about Enprecis' innovative approach to data, visit <http://www.enprecis.com/>.

Contact Details:

Enprecis, Inc.

901 Fifth Avenue, Suite 820

Seattle, WA 98164

USA

+1 206-274-01222

pr@enprecis.com

Maryse Camelan

maryse@enprecis.com

+1 425-985-2121