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**For Immediate Release**

October 17, 2005

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**Founder of Market Research Firm Diagnostics Plus  
Announces Retirement**

State College, PA – Diagnostics Plus, a market research firm, announces the retirement of founder and CEO Paul Weener. Identifying that organizations were often making decisions with limited or no data, Dr. Weener founded Diagnostics Plus in 1987 to help companies become more efficient, competitive or profitable.

Since then, Diagnostics Plus has grown to support a staff of twenty full-time professionals specializing in business-to-business and customer satisfaction market research. The company maintains web survey and focus group capabilities, as well as a 25-station telephone survey center. “We started off as a two-person company operating out of my home and evolved into a company that serves local, regional, national and international corporations. We’ve done so by making good, but sometimes difficult business decisions, serving our clients well and by focusing on doing quality work,” said Dr. Weener.

Dr. Weener will continue in a part-time role at Diagnostics Plus. His role will include strategic direction, planning, and business development efforts.

About Diagnostics Plus

Diagnostics Plus is a full-service market research firm offering expertise in all forms of market research including customer and employee satisfaction and new product development market research in key industries including manufacturing, technology, health care, education and transportation among others. Additional information can be found at [www.diagnosticsplus.com](http://www.diagnosticsplus.com).

Note to editor: Electronic photos of Dr. Weener are available from Diagnostics Plus