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# Federated Sample Hires Matt Shwery to lead Fulcrum's UI Effort

NEW ORLEANS, LA (JAN 8, 2012) - Federated Sample, New Orleans leading tech start-up, officially announces the appointment of Matt Shwery to enhance the user interface and respondent experience for its sample management platform, Fulcrum. In 2012, via UI improvements, Fulcrum realized an increase in survey conversion by 20%, and CEO Patrick Comer hopes to further this upward trend with the addition of Shwery: "Having Matt on board is a tremendous step towards making Fulcrum even more accessible and easy to use for our clients and users. His breadth of knowledge and experience will be instrumental in Fulcrum's continued growth and evolution."

Recognized by Silicon Bayou 100, Shwery has been influential as a developer and entrepreneur with SquareFour, Noladex, and an array of other Nola startups. Most recently, Shwery worked as a web developer with Votelt, a real-time polling site based in New Orleans. He also launched an application, MinimaList, to easily manage to-do lists ([www.getminimalist.com](http://www.getminimalist.com)).

Shwery says he was attracted to Federated because of the "team's enthusiasm and ambition and because the company is building a great development team that's embarking on challenges I want to be a part of." He further comments, "I'm joining Federated Sample at a great time and hope to keep venturing into new technologies to develop rich applications that look and function beautifully."

## About Federated Sample

Federated Sample is a market research technology firm based in New Orleans that focuses on bringing efficiency and automation to online sampling. By licensing our sample management platform, Fulcrum, clients are able to buy and sell sample and run projects with unmatched efficiency, control, and quality.

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