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**Purple Strategies Acquires Momentum Analysis and Launches New Offering Focused on Socially and Politically Active Moms**  
***Margie Omero joins as Managing Director of Research***

WASHINGTON, D.C. - Purple Strategies, one of the fastest growing public affairs and strategic communications firms in the country, announced today that it has acquired Momentum Analysis, a research firm founded in 2001 by Margie Omero. Omero joins as managing director of Purple Insights, Purple Strategies' research division, to help build its research offerings focused on socially and politically active moms. Omero joins with 17 years of polling experience, including her groundbreaking work on "Walmart Moms."

"We are excited to welcome Margie to our growing team with her combination of research skills and political insight," said Founding Partner Steve McMahon. Founding Partner Alex Castellanos added, "As our clients continue to look for innovative ways to reach audiences, Margie's impressive career studying women and moms will be invaluable."

"Active Moms are central influencers as both voters and consumers, and her experience will help us expand our offerings across the consumer and public affairs space," said Doug Usher, managing partner at Purple Insights.

Prior to joining Purple, Omero's firm advised corporate brands, Democratic candidates and progressive causes around the country. She has been a crucial part of hundreds of campaigns, has worked with groups such as EMILY's List, DCCC, and Mayors Against Illegal Guns, and has been the lead author on several papers for Center for American Progress, including a recent bipartisan polling report on guns. Omero is also a well-known blogger and speaker, and is widely quoted.

"I've known many of the partners at Purple for years, and I'm really excited to be working with them again, along with the rest of the growing team," said Omero. "I'm looking forward to using campaign-style research to help corporations and non-profits understand key audiences, while still continuing to help bring women's voices into the political dialogue."

*Purple Strategies is an independently owned, bipartisan public affairs firm that specializes in corporate communications and issue advocacy. Founded in 2009, Purple Strategies is the result of a merger between two well-established firms from the Republican side and the Democratic side of the aisle. Purple Strategies has been at the center of many major issue battles in Washington and around the country in the last few years from health care to telecom and energy to finance.*



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