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Urban Science Names Axel Schnabel Managing Director

FRANKFURT, GERMANY, 4 SEPTEMBER 2002 — Urban Science, a global strategic consulting firm, has named Axel Schnabel managing director of its Frankfurt, Germany office. Sean Neall, vice president of European operations for Urban Science, made the announcement.

In this position, Schnabel will direct, coordinate and manage the activities of Urban Science's efforts in Germany, including client services and targeted new product initiatives within the automotive business.

Axel has a demonstrated ability to manage highly effective work teams committed to achieving results, said Neall. He will be an asset to our organization, and we look forward to his thought leadership.

Prior to joining Urban Science, Schnabel worked for McKinsey & Company, where he managed international consulting projects in the automotive and assembly industry.

Schnabel holds advanced degrees in mechanical engineering and business administration from Rhin Westphalia Institute of Technology and was a visiting scholar at both the Norwegian Institute of Technology and Massachusetts Institute of Technology (MIT) in Boston, USA. He resides in Frankfurt.

Founded in 1977, Urban Science provides customized intelligent solutions to companies seeking to increase the market share and profitability of their retail networks. Urban Science serves its global clientele from offices in the United States, Spain, England, Germany, Italy, Australia, The Netherlands, Mexico and Japan. For information: www.urbanscience.com.

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