



**Qualified Marketing Insights/Research Vendors List
Established September 19, 2024**

The vendors listed below have been selected by Northstar New Jersey Lottery Group, LLC ("Northstar") after evaluating all of the Proposals submitted in response to the July 15, 2024 Request for Proposals ("RFP") for Marketing Insights/Research Vendor Qualification. This Qualified Marketing Insights/Research Vendors List ("Qualified Vendors List") is effective for a period of two (2) years until September 19, 2026.

During the effective period of the Qualified Vendors List, Northstar will order marketing insights/research projects only from those vendors on the Qualified Vendors List unless Northstar reasonably determines in its discretion that no vendor listed on the Qualified Vendors List is capable or available to fulfill the particular requirements of the order.

Any marketing insights/research vendor may apply to be placed on the distribution list for a future RFP for Marketing Insights/Research Vendor Qualification by contacting NSNJProcurements@nsnj.com not later than July 15, 2026.

Angus Reid Group USA Inc

Fuel Cycle, Inc.

Ironwood Insights Group, LLC

Knowledge Systems & Research (KS&R)

LBR Insight, Inc.

Leger Marketing Alberta Inc.

Lotto Research

People Principles Corp.

Research America, Inc.

Rival Technologies Inc.

ROI Rocket.com, LLC

Russell Marketing Research, Inc.

The Martec Group, Inc.

View-Finders Market Research, Inc.