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**PRESS ANNOUNCEMENT
FOR IMMEDIATE RELEASE**

30 October 2009

RESEARCH NOW PLC (“RESEARCH NOW” OR THE “COMPANY”)

Posting of Scheme Document to Research Now Shareholders

Further to the announcement on 23 October 2009 by e-Rewards regarding the recommended cash acquisition of Research Now by e-Rewards (acting through its wholly-owned UK subsidiary, e-Rewards Bidco), Research Now announces that it has today posted the Scheme Document to all Research Now Shareholders, setting out, amongst other things, (i) the terms of the Scheme by which the acquisition of Research Now is expected to be effected, and (ii) an explanatory statement relating to the Scheme pursuant to part 26 of the Companies Act.

The Scheme Document will be posted to Research Now Optionholders, for information only, in due course, and at such time appropriate proposals will be made to Research Now Optionholders in respect of the Transaction.

The Court Meeting and General Meeting to sanction the Scheme are scheduled to be held on 25 November 2009. Subject to, amongst other things, approval at the relevant meetings, the Scheme is expected to become effective on or around 15 December 2009.

A copy of the Scheme Document can be found on the Company's website www.researchnow.co.uk.

Unless the context otherwise requires, terms defined in the announcement dated 23 October 2009 have the same meaning in this announcement.

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This announcement is not intended to and does not constitute or form any part of, an offer to sell or an invitation to purchase or the solicitation of an offer to subscribe for any securities or the solicitation of any vote or approval in any jurisdiction pursuant to the Proposals or otherwise.

The distribution of this announcement in jurisdictions other than the United Kingdom may be restricted by the laws of those jurisdictions and therefore persons who are subject to the laws of any jurisdiction other than the United Kingdom should inform themselves about, and observe, any applicable requirements. This announcement has been prepared for the purpose of complying with English law and the Takeover Code and the information disclosed may not be the same as that which would have been disclosed if this announcement had been prepared in accordance with the laws of jurisdictions outside the United Kingdom.

Copies of this announcement are not being, and must not be, directly or indirectly, mailed or otherwise forwarded, distributed or sent in or into or from any Restricted Jurisdiction and persons receiving this announcement (including custodians, nominees and trustees) must not mail or otherwise forward, distribute or send it in or into or from any Restricted Jurisdiction. The availability of the Proposals to persons not resident in the United Kingdom may be affected by the laws of the relevant jurisdiction in which they are located. Persons who are not resident in the United Kingdom should inform themselves of and observe any applicable requirements.

The Proposals will be carried out by way of a scheme of arrangement under English law and are subject to United Kingdom disclosure requirements, which are different from those of the United States or Canada. The Proposals will be subject to disclosure and other procedural requirements, including with respect to timetable, settlement procedures and timing of payments, that are different from those applicable under US or Canadian procedures and law.

Each Research Now Shareholder is urged to consult his independent professional adviser immediately regarding the tax consequences of the Proposals.

Forward-looking statements:

This announcement contains certain "forward-looking statements" with respect to the proposed acquisition of Research Now by e-Rewards and the expected timetable for completing the Transaction. These forward-looking statements can be identified by the fact that they do not relate only to historical or current facts. Forward-looking statements often use words such as "anticipate", "target", "expect", "estimate", "intend", "plan", "goal", "believe", "will", "may", "should", "would", "could" or other words of similar meaning. These statements are based on assumptions and assessments made by the boards of Research Now and e-Rewards in light of their experience and their perception of historical trends, current conditions, expected future developments and other factors they believe appropriate. By their nature, forward-looking statements involve risk and uncertainty, and the factors described in the context of such forward-looking statements in this announcement could cause actual results and developments to differ materially from those expressed in or implied by such forward-looking statements. Should one or more of these risks or uncertainties materialise, or should underlying assumptions prove incorrect, actual results may vary materially from those described in this announcement. Research Now and e-Rewards assume no obligation to update or correct the information contained in this announcement, whether as a result of new information, future events or otherwise, except to the extent legally required. The statements contained in this announcement are made as at the date of this announcement, unless some other time is specified in relation to them, and publication of this announcement shall not give rise to any implication that there has been no change in the facts set out in this announcement since such date. Nothing contained in this announcement shall be deemed to be a forecast, projection or estimate of the future financial performance of Research Now or e-Rewards except where expressly stated.

Dealing disclosure requirements:

Under the provisions of Rule 8.3 of the Takeover Code, if any person is, or becomes, "interested" (directly or indirectly) in 1 per cent. or more of any class of "relevant securities" of Research Now, all "dealings" in any "relevant securities" of Research Now (including by means of an option in respect of, or a derivative referenced to, any such "relevant securities") must be publicly disclosed by no later than 3.30 p.m. (London time) on the Business Day following the date of the relevant transaction. This requirement will continue until the Effective Date or until the date on which the Scheme lapses or is otherwise withdrawn or on which the "offer period" otherwise ends, (or if e-Rewards elects to effect the Proposals by way of a takeover offer, until the date on which such offer becomes or is declared unconditional as to acceptances, lapses or is otherwise withdrawn or on which the "offer period" otherwise ends) (or in any event such later date(s) as the Panel may specify). If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire an "interest" in "relevant securities" of Research Now, they will be deemed to be a single person for the purpose of Rule 8.3. Under the provisions of Rule 8.1 of the Takeover Code, all "dealings" in "relevant securities" of Research Now, by e-Rewards Bidco or Research Now, or by any of their respective "associates", must be disclosed by no later than 12.00 noon (London time) on the Business Day following the date of the relevant transaction. A disclosure table, giving details of the companies in whose "relevant securities" "dealings" should be disclosed, and the number of such securities in issue, can be found on the Takeover Panel's website at <http://www.thetakeoverpanel.org.uk/>. "Interests in securities" arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in the price of securities. In particular, a person will be treated as having an "interest" by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities. Terms in quotation marks are defined in the Takeover Code, which can also be found on the Panel's website. If you are in any doubt as to whether or not you are required to disclose a "dealing" under Rule 8, you should consult the Panel on telephone number +44 (0)20 7638 0129; fax number +44 (0)20 7236 7013.