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**Contact:** Chris Havemann (Chief Executive Officer)  
Nathan Runnicles (Chief Financial Officer)  
**Research Now**  
Tel: +44 (0)20 7921 2400  
Corporate Website: [www.researchnow.co.uk](http://www.researchnow.co.uk)

Alistair Mackinnon-Musson  
Nathan Field  
**Hudson Sandler**  
Tel: +44 (0)20 7796 4133  
Email: [rn@hspr.com](mailto:rn@hspr.com)

Mark Williams  
Henry Fitzgerald-O'Connor  
**Canaccord Adams**  
Tel: + 44 (0)20 7050 6500

## **Research Now plc**

### **LAUNCH OF ASIAN OPERATIONS**

#### **Chinese JV and New Asian Panels**

The Board of Research Now plc (“Research Now” or the “Group”), a leading global online fieldwork provider to the market research industry, is pleased to announce the launch of its Asian operations.

The Group will initially be represented by two new operations in the region. The first in Shanghai, through a 75% owned joint venture in China in which local investors hold the balance, and the second in Singapore through a wholly-owned subsidiary. In addition to the new operations, the Group has also launched eight new proprietary online panels in the region to support the growing international demand for Asian opinion. The new Research Now owned online panels are in China, Japan, Singapore, Malaysia, Taiwan, Hong Kong, South Korea and India. The Asia-Pacific team at Research Now will be headed up by Jason Buchanan, Managing Director, Asia-Pacific.

#### **Commenting on the launch, Jason Buchanan said:**

“We are extremely excited to be rolling out our proven panel model in Asia. Expansion into this region follows demand from our existing client base worldwide for proprietary access to consumer opinions in one of the fastest growing economic areas in the world. Establishing offices on the ground in Asia will enable us to extend the highest quality level of service to new and existing clients local to the region.”

#### **Chris Havemann, CEO of Research Now added:**

“Since our IPO in 2005, Research Now has successfully established itself as the market leader in Europe and one of the fastest-growing online panel companies in North America. Expansion into Asia will give us true proprietary panel coverage across each of the major regions of the world, a presence in Singapore and entry into China, fast becoming one of the world’s largest research markets”.

**Notes to Editors:**

- Research Now is a leading international online fieldwork and panel specialist
- Research Now's 36 proprietary, research-only online panels across Europe, the Americas and Asia Pacific, are used by leading research agencies and some of the world's best known companies
- Research Now has 14 offices – Sydney, Melbourne, London, Paris, Frankfurt, Hamburg, Munich, Athens, New York, Chicago, San Francisco, Dallas, Los Angeles, Toronto
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange (AIM: RNOW)

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