

Fourth Office for Research Now in the US

Online Fieldwork and Panel Specialists open Los Angeles office to provide local service to Southern California client base

San Francisco, 30th May 2008: Research Now has expanded its online fieldwork team in Southern California with the opening of an office in Los Angeles. The office, headed up by Tobin Bailey (Vice President, Client Development, West and Central Regions), has been opened to provide clients in the area with local support and online data collection expertise. Tobin joined Research Now back in 2006, having extensive experience in custom research primarily from Nielsen Entertainment, The Walt Disney Company and Lieberman Research Worldwide.

The new Los Angeles office will be Research Now's fourth office in the US and the fifth in North America (existing offices are in New York, San Francisco, Chicago and Toronto). It has been opened in response to growing client demand in the Southern California region for online data collection services. Los Angeles in particular is a hub for the entertainment industry, a sector which demands high quality and flexible solutions from its online fieldwork and panel suppliers.

Tobin has been joined in Client Development by Darren Tan, who has relocated from the company's San Francisco office to provide enhanced support for some of Research Now's key accounts in the region. Darren is a highly experienced Project Manager who is now able to apply his skills and experiences to help clients by providing prompt and accurate feasibilities and proposals.

Charles Pearson, Senior Vice President Business Development, comments:

"The opening of our fourth office in the US demonstrates Research Now's expanding services and capabilities in the US market. This expansion, together with our growing high quality U.S. access panel, demonstrates our commitment to the U.S. market. Los Angeles combined with San Francisco (where we house a major operations center) means outstanding support in the Pacific Time Zone for our very important West Coast clients."

Research Now has proprietary online panels in 28 countries worldwide, with over 2 million active panelists, and 12 offices worldwide.

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About Research Now:

- Research Now is the leading international online fieldwork and panel specialist
- Research Now owns 28 proprietary online panels across North & Latin America, Europe and Australia, comprising more than 2 million active panellists globally
- Research Now's online panels are used by leading research agencies and some of the world's best known companies
- Research Now has 13 offices - Los Angeles, New York, Chicago, San Francisco, Toronto, Sydney, Melbourne, London, Frankfurt, Hamburg, Munich, Athens and Paris.
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange