

Indian Panel for Research Now

Proprietary, research-only panel to provide access to India's booming consumer population

London, August 5th 2008: Research Now, the international online fieldwork and panel specialist, has launched an online panel in India. The panel, consisting of highly-profiled, double opt-in panellists is the latest proprietary panel to be added to the company's Valued Opinions family of research-only online panels. The panel is online at: www.valuedopinions.co.in.

The panel brings access to consumers in one of the world's fast growing economies, where the economic boom has led to the rise of a new affluent middle and upper-middle class with spending power. The country has the world's second largest population¹ with an estimated 41 million consumers online.

Valued Opinions India has been profiled on a wide range of data points, including job roles and titles, telecom and technology information, use of financial services, consumer goods and more. Profiling extends in detail across 35 states, from Jammu and Kashmir in the North to Kerala in the South with city-specific counts for over 40 cities. This enables clients to target key samples quickly, reliably and easily.

Including India, Research Now operates 29 proprietary online panels globally comprising over 2 million active panellists.

- Ends -

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¹ Source: <http://www.mapsofindia.com/india-demographics.html>

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About Research Now:

- Research Now is the leading international online fieldwork and panel specialist
- Research Now owns 29 proprietary online panels across Europe, Australia North, Central and South America, 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 - Paris, Frankfurt, Hamburg, Munich, London, New York, Chicago, San Francisco, Los Angeles, Toronto, Athens, Sydney and Melbourne
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange