

**Contact:**

**Research Now** Tel: +44 20 7921 2400  
Chris Havemann (Chief Executive)  
Andrew Cooper (Managing Director)  
Nathan Runnicles (Chief Financial Officer)

**Hudson Sandler** Tel: +44 20 7796 4133  
Alistair Mackinnon-Musson Email: rn@hspr.com  
Nicola Savage

**Canaccord Adams** Tel: +44 20 7050 6500  
Mark Williams

**Research Now plc ('Research Now' or the 'Company')**

**Raising of approximately £7 million by way of an Institutional Placing**

**Research Now plc (AIM: RNOW), the leading European online fieldwork provider to the market research industry, announces** that Canaccord Adams Limited, on behalf of the Company, has conditionally placed 2,333,334 new ordinary shares of 2p each with institutional investors at 300p per Placing Share, to raise approximately £7m before expenses.

The net proceeds of the Placing will be used, *inter alia*:

- (a) to strengthen the balance sheet to ensure that the Company is adequately funded for the growth which the Directors expect to experience in the future; and
- (b) to provide the Company with the funds to pay the first instalment of the deferred consideration for the acquisition of Samplenet e-Research Solutions (now trading as Research Now OpenVenue) fully in cash, if it so wishes.

The First Placing is conditional upon admission of the First Placing Shares to trading on AIM and has been satisfied solely out of the Company's existing share capital authorities.

The Second Placing is conditional, *inter alia*, upon the passing of resolutions by the Company's shareholders at an extraordinary general meeting ('EGM') giving the directors authority to allot the Second Placing Shares on a non pre-emptive basis, and admission of the Second Placing Shares to trading on AIM. The EGM is to be held on 27 December 2007.

**Reasons for the issue of the Placing Shares**

At the time of the Company's flotation on AIM, the Board stated that it would consider growth through acquisition. In line with this, the Company completed the acquisition of Research Now OpenVenue on 6 February 2007 ("Acquisition"). Research Now OpenVenue is Canada's largest specialist online fieldwork company.

Under the terms of the agreement for the Acquisition, deferred consideration, calculated by reference to certain Samplenet gross margin performance targets, will be payable in two instalments after the preliminary announcement of the Company's financial results for the 12 month periods ended 31 October 2007 and 31 October 2008. The deferred consideration may be satisfied 50 per cent in cash and 50 per cent in ordinary shares (or such higher proportion, up to 100 per cent, in cash as the Company elects). At the time of the Acquisition the Company retained the option and flexibility to pay the deferred consideration amounts partially or wholly in cash. The Company would now like to ensure that its cash position enables it to take advantage of this flexibility if it decides to do so.

Furthermore, the Company has experienced significant growth since flotation and the Board believes it should ensure that the Company's cash position is at an appropriate level for its size and prospects.

The Company has therefore conditionally raised approximately £1.5 million through the First Placing and proposes to raise a further £5.5 million through the Second Placing. Given the cost, timescale and complexity of a pre-emptive share issue to all shareholders, the Board considers an institutional placing to be the most beneficial method of raising funds.

The Directors believe that the size of the proposed Placing would ensure the Group is appropriately capitalised.

Unless the context otherwise requires, all defined terms in this announcement shall have the same meaning as in the circular of the Company dated today and sent to shareholders in relation to the Placing and the EGM.

### **Extraordinary General Meeting**

An extraordinary general meeting of Research Now has been convened for 10.00am on 27 December 2007 at 3 Noble Street, London, EC2V 7EE.

Notes to Editors:

ABOUT Research Now

- Research Now is the leading European online fieldwork and panel specialist.
- 'Fieldwork' is the collection of survey data via personal interviews – a process that Research Now undertakes via the Internet.
- Research Now owns the 'Valued Opinions' family of online panels across 25 countries (UK, Germany, France, Italy, Spain, USA, Canada, Brazil, Switzerland, Republic of Ireland, Austria, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, Russia, the Czech Republic, Hungary, Belgium, Greece, Australia and New Zealand).
- Research Now's online panels are used by leading research agencies and some of the world's best known companies.
- Research Now has 11 offices - London, New York, Chicago, San Francisco, Toronto, Frankfurt, Hamburg, Paris, Athens, Sydney and Melbourne.
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange (AIM: RNOW).

*Canaccord Adams Limited (“Canaccord Adams”), which is authorised and regulated by the Financial Services Authority, is acting exclusively for Research Now plc and no-one else in connection with the Placing and will not be responsible to anyone other than the Company for providing the protections offered to clients of Canaccord Adams nor for providing advice in relation to the Placing.*

*Canaccord Adams’ responsibilities as the Company’s nominated adviser under the AIM Rules for Nominated Advisers will be owed solely to the London Stock Exchange plc and are not and will not be owed to the Company or to any director or proposed director of the Company or to any other person. No representation or warranty, express or implied, is made by Canaccord Adams as to any of the contents of this Announcement.*

*This Announcement does not constitute an offer to sell or an invitation to subscribe for, or the solicitation of an offer to buy or to subscribe for, Ordinary Shares in any jurisdiction.*

*The distribution of this Announcement in other jurisdictions may be restricted by law and therefore persons into whose possession this Announcement comes should inform themselves about and observe any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of such jurisdictions.*

**- ENDS -**