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Contact: Chris Havemann (Chief Executive)
Andrew Cooper (Managing Director)
Research Now
Tel: +44 (0)20 7091 7800
Corporate Website: www.researchnow.co.uk

Alistair Mackinnon-Musson
Nicola Savage
Hudson Sandler
Tel: +44 (0)20 7796 4133
Email: rn@hspr.com

Mark Williams
Chris Bowman
Canaccord Adams Limited
Tel: +44(0)20 7050 6500

Research Now plc

Trading Update

On 4 May 2007 Research Now plc ("Research Now" or the "Company") announced that profit before tax for the year to 30 October 2007 would be reduced by £0.5m as a result of a tragic incident that occurred at the Company's premises on 13 January 2007 and that operating profit would otherwise have been on budget for the first half.

However, Research Now has recently identified previously unrecorded costs totalling £0.6m incurred during the first half. These costs arose principally from purchasing access to online panels in countries in which the Company had yet to build its own panels, primarily the USA and in Asia.

An internal review has identified that the system for accounting for these costs had broken down, a problem compounded by personnel changes in Research Now's accounting function and the late submission of invoices and statements from suppliers. A full reconciliation of gross margin in the year to date has now been completed and all amounts owed to suppliers identified and accounted for. The Company has also taken steps to strengthen its accounting function and expects to be able to announce the appointment of a new, permanent Chief Financial Officer in due course.

The Company confirms that as reported on 4 May 2007, organic sales (excluding OpenVenue) for the first half were £8.1m. Group sales including OpenVenue for the same period were £9.9m. Since then, Research Now has recorded strong sales in May and June and the Board expects to meet the market's expectations for sales for the current financial year. However, the gross margin impact referred to above is expected to continue in the second half, mitigated by various actions to improve gross and operating margins, including the continued build of Research Now's own US panel. As a result, the current market expectations of pre-tax profit for 2007 will not be met.

Research Now will announce its Interim Results on 6 July 2007.

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