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Photographs: Available from Hudson Sandler, as above

Research Now plc

San Francisco Office Opened and Expansion of US Senior Team

Research Now (LSE: RNOW), a leading European online fieldwork and panel specialist, today announces the opening of a San Francisco office (the Group's second in the US), four senior appointments and the expansion of the Group's existing New York office. This follows strong recent demand from North American clients for Research Now's European panel and fieldwork services and is in line with the Group's stated strategy of investing significantly in the business for future growth.

The San Francisco office will act as Research Now's North American service delivery hub with the team both selling and delivering Research Now's full range of services in the Pacific Coast time zone.

Commenting Chris Havemann, Chief Executive, said:

"We have gained considerable traction in our US business since entering the market at the beginning of the year, in line with our stated strategy. These further investments will enable Research Now to capitalise on buoyant US demand for our European data collection services and provide a platform for further profitable growth in 2007".

Wendy McNutt (previously of Greenfield) has been appointed Director of USA Service Delivery, based in San Francisco and will be responsible for service delivery for both the San Francisco and New York offices.

Joining the Client Development (sales) Team are Tobin Bailey (previously of AC Nielsen) who will be based in San Francisco along with Franck Markowitz (previously of Opinion Research Corporation) and Dana Stanley (previously of Edge Research and Greenfield Online) who will both work out of the Group's New York office. All three join as Vice Presidents of Client Development and have over 40 years of experience of the US market research sector between them.

The above recruits follow the appointment in June this year of Charles Pearson (previously of ComScore, Greenfield Online and Market Tools) as Senior Vice President for Business Development in the USA and also Paul Botje (previously of Miller Starr and Toyota) whose appointment as global Chief Operating Officer based in London was announced on 1 September 2006.

A further five US team appointments being announced today include: Clare McHatton (Client Development Manager relocated from Research Now's London office to San Francisco), Matt Dolen (Client Development Manager, San Francisco), Heather Radcliffe (Client Development Manager, New York), Liz Bull (Project Manager relocated from Research Now's London office to New York) and Ted Truong (Project Executive in San Francisco).

Andrew Cooper, Managing Director of Research Now commented:

"Following the opening of a small office in New York last November, we have seen strong levels of demand for our high quality, high service proposition that has worked so well for us in Europe and is being well received in the USA".

"Clients in the US are very familiar with using online research in the domestic market place and are receptive to using our one-stop shop approach to provide them with access to the opinions of Europeans by way of our 18 proprietary panels. As importantly, clients also see the value in our ability to help and advise them on the cultural and local market issues associated with complex multi-country online research; something in which we are expert".

Commenting on the US expansion and key appointments, Charles Pearson, Senior Vice President – Business Development said:

"Our US business is growing rapidly as we continue to differentiate ourselves in the marketplace with very high quality and carefully managed panels, highly consultative and flexible client servicing, broad international reach and vast experience in fielding multi-country projects. These key appointments will contribute greatly to our client base, enabling us to serve better the needs of our current customers and to introduce our services to new customers. Furthermore, they demonstrate that our high quality positioning and attractive company culture has enabled us to attract outstanding talent to our team".

Expanding upon the experience of the four senior recruits further;

- Wendy McNutt joins Research Now with 10 years of experience in online fieldwork delivery roles, having spent 6 years at MarketTools in both technical and client service roles and the most recent 4 years at Greenfield Online where she was head of Greenfield's West Region Delivery. Wendy has a BA from the University of California, Irvine.
- Tobin Bailey also has over 10 years experience in the market research industry, most recently Vice President of Client Development and Operations at Nielsen Entertainment's Consumer Products Division in Los Angeles. Previous experience includes client development and project management roles at Momentum Research, Diagnostic Research, and Lieberman Worldwide. Tobin has a BS from Central Michigan University.
- Frank Markowitz was most recently Head of Sampling at Opinion Research Corporation (ORC). Frank has nearly 15 years of experience in market research, having served in senior client development roles prior to ORC at On-Line Communications and GENESYS Sampling Systems. Frank has an MBA from Rutgers University and a BS from Syracuse University.
- Dana Stanley was most recently VP of Client Development and Marketing at Edge Research. Dana has over 15 years of experience including client development, project management, and research analyst roles at Greenfield Online, MarketFacts, and the office of Diane Feinstein in the U.S. Senate. Dana has a B.A. from Bowdoin College.

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Notes To Editors:

ABOUT Research Now

- Research Now is a leading European online fieldwork and panel specialist
- Research Now owns the “Valued Opinions” family of panels across 18 European countries (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, Russia, the Czech Republic, Belgium and Greece) and Australia, comprising over 950,000 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 offices in London, New York, Frankfurt, Hamburg, Paris, Athens, Sydney, Melbourne and San Francisco
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange