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Photographs: Available from Hudson Sandler, as above

Research Now plc

Completion of Acquisition

Further to the announcement made on 31 January 2007, Research Now plc (“Research Now”), the leading European online fieldwork provider to the market research industry, today announces the completion of the acquisition of Samplenet e-Research Solutions Inc., which trades as OpenVenue.

The initial consideration is C\$11.25m (£4.9m) in cash and 1,115,322 new Ordinary Shares of 2p each (“Shares”) which rank pari passu in all respects with the existing Shares in issue. Additional consideration may be payable dependent upon the achievement of certain OpenVenue gross margin performance targets for the periods ending 31 October 2007 and 31 October 2008.

The new Shares are expected to be admitted to trading on AIM on 8 February 2007. Following completion, Research Now has 14,126,457 ordinary shares of 2p each in issue.

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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 20 countries (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, Russia, the Czech Republic, Hungary, Belgium, Greece and Australia), comprising over a million active panellists globally.
- Following today’s acquisition, Research Now has 21 panels, including OpenVenue’s Canadian panel.
- 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