

*Not for release, publication or distribution (in whole or in part) in, into or from any jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction.*

FOR IMMEDIATE RELEASE

**13 November 2009**

**e-Rewards, Inc. Recommended Cash Acquisition of Research Now PLC  
Offer Update**

Further to the announcement of 23 October 2009 by e-Rewards regarding the recommended cash acquisition of Research Now by e-Rewards (acting through its wholly-owned UK subsidiary, e-Rewards Bidco), e-Rewards makes the following disclosure in accordance with Rule 8.4 of the Takeover Code.

On the 23 October 2009, e-Rewards disclosed that it had received letters of intent from certain institutional Research Now Shareholders to vote in favour of the resolutions at the Court Meeting and the Resolutions to be proposed at the General Meeting amounting to 6,549,871 Ordinary Shares, representing approximately 46.7 per cent. of the issued share capital of Research Now entitled to vote at the Court Meeting; approximately 34.5 per cent. of the issued share capital entitled to vote on the Special Resolution and approximately 46.8 per cent. of the issued share capital entitled to vote on the Ordinary Resolution.

e-Rewards has been informed by Schroders Investment Management Limited ("Schroders") that of its original beneficial holding of 2,395,937 Ordinary Shares the subject of the letter of intent it provided to e-Rewards Bidco, it has disposed of 1,920,386 Ordinary Shares in aggregate (as announced on the 5 November 2009 and 9 November 2009 respectively). As such, the voting intentions indicated by Schroders in the letter of intent it provided now relate solely to the remaining 475,551 Ordinary Shares in respect of which it remains beneficially entitled.

As a result, e-Rewards now holds letters of intent to vote in favour of the resolutions at the Court Meeting and the Resolutions to be proposed at the General Meeting in respect of 4,629,485 Ordinary Shares, representing approximately 33.0 per cent. of the issued share capital of Research Now entitled to vote at the Court Meeting; approximately 24.4 per cent. of the issued share capital entitled to vote on the Special Resolution and approximately 33.1 per cent. of the issued share capital entitled to vote on the Ordinary Resolution.

In total, therefore, e-Rewards has received irrevocable undertakings and letters of intent to vote (or procure the vote) in favour of the resolutions at the Court Meeting and the Resolutions to be proposed at the General Meeting, representing approximately 43.9 per cent. (6,150,250 Scheme Shares) of the issued share capital of Research Now entitled to vote at the Court Meeting; approximately 58.5 per cent. (11,112,497 Ordinary Shares) of the issued share capital entitled to vote on the Special Resolution and approximately 43.7 per cent. (6,111,214 Ordinary Shares) of the issued share capital entitled to vote on the Ordinary Resolution.

Terms defined in the Scheme Document dated 30 October 2009 have the same meanings as in this document.

In accordance with Rule 19.11 of the Takeover Code, a copy of this announcement can be found at [www.researchnow.co.uk](http://www.researchnow.co.uk).

**Enquiries:**

**e-Rewards and e-Rewards Bidco**  
Bill Russo

Tel: +1 214 365 5000

**Jefferies International Limited**  
(Financial Adviser to e-Rewards and e-Rewards Bidco)  
Julian Culhane  
Sarah McNicholas

Tel: +44 (0) 207 029 8000

Jefferies International Limited, which is authorised and regulated in the United Kingdom by the Financial Services Authority, is acting exclusively for e-Rewards and e-Rewards Bidco and no one else in connection with the possible offer and accordingly will not be responsible to anyone other than e-Rewards and e-Rewards Bidco for providing the protections afforded to clients of Jefferies International Limited nor for providing advice in relation to the possible offer or any other matter referred to in this announcement.

#### *Dealing Disclosure Requirements*

*Under the provisions of Rule 8.3 of the Code, if any person is, or becomes "interested" (directly or indirectly) in 1% or more of any class of "relevant securities" of Research Now, all "dealings" in any "relevant securities" of those companies (including by means of an option in respect of, or a derivative referenced to, any such "relevant securities") must be publicly disclosed by no later than 3.30 p.m. (London time) on the London business day following the date of the relevant transaction. This requirement will continue until the date on which the offer becomes, or is declared, unconditional as to acceptances, lapses or is otherwise withdrawn or on which the "offer period" otherwise ends. If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire an "interest" in "relevant securities" of Research Now they will be deemed to be a single person for the purpose of Rule 8.3.*

*A disclosure table, giving details of the companies in whose "relevant securities" "dealings" should be disclosed, and the number of such securities in issue, can be found on the Takeover Panel's website at [www.takeoverpanel.org.uk](http://www.takeoverpanel.org.uk).*

*"Interests in securities" arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in the price of securities. In particular, a person will be treated as having an "interest" by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities.*

*Terms in quotation marks are defined in the Code, which can also be found on the Panel's website. If you are in any doubt as to whether or not you are required to disclose a "dealing" under Rule 8, you should consult the Panel.*

*If you are in any doubt as to the application of Rule 8 to you, please contact an independent financial advisor authorised under the Financial Services and Markets Act 2000, consult the Panel's website at [www.thetakeoverpanel.org.uk](http://www.thetakeoverpanel.org.uk) or contact the Panel on telephone number +44 20 7638 0129; fax +44 20 7236 7013.*

END