

## MEDIA RELEASE

### Research Now Announces Nordic Expansion

**Dedicated Nordic Client Service team to provide access to Research-Only Online Panels in Sweden, Norway, Denmark and Finland.**

London, 6<sup>th</sup> July 2006: Research Now, (LSE:RNOW), the leading European online fieldwork and panel specialists, announces the availability of its proprietary online consumer research panels in the Nordic region. The panels, in Sweden ([www.dinasikt.se](http://www.dinasikt.se)), Norway ([www.verdifullmening.no](http://www.verdifullmening.no)), Denmark ([www.danskemeningen.dk](http://www.danskemeningen.dk)) and Finland ([www.mielipidetutkimus.com](http://www.mielipidetutkimus.com)) are research-only panels that have been developed using Research Now's "Valued Opinions" model of online panel building. This ensures that all panels have been constructed in the same way to allow consistent fieldwork across all countries.

An experienced client service team with native knowledge of the Nordic market will support clients wishing to conduct fieldwork in the area. This will be spearheaded by Alex Sunnerstam, Client Development Director for the Nordic region and supported by Client Development Manager, Victor Bergh, who will be joining Research Now from Lightspeed Research.

**Commenting on the news, Alex Summerstam stated:**

"We are very pleased to now be able to support Nordic market research agencies as well as global market research clients with fieldwork in Sweden, Norway, Denmark and Finland. With a high percentage of the population online in each of these markets, researchers can reach a diverse range of respondents using an online methodology. With Research Now's proprietary, research-only panels, we can provide high quality, responsive panels to meet this need."

ENDS

**Enquiries:**

Research Now

[www.researchnow.co.uk](http://www.researchnow.co.uk)

Andrew Cooper, Managing Director

+44 (0)20 7091 7800

Emma Smith, Client Service Director

Hudson Sandler

Alistair Mackinnon-Musson

+44 (0)207 796 4133

**Notes To Editors:**

## **ABOUT Research Now**

- Research Now are the leading European online fieldwork and panel specialists
- Research Now owns the "Valued Opinions" family of panels across countries across Europe (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Sweden, Denmark, Norway, Finland, Russia, Poland, the Czech Republic, The Netherlands, Belgium, Portugal, Greece) and Australia, comprising over 900,000 panellists globally.
- Research Now's online panels are used by the leading research agencies and some of the world's best known companies
- Research Now floated on the AIM market of the London Stock Exchange in August 2005