

MEDIA RELEASE

Research Now Appoints Managing Director for Central Europe

Hamburg, 2nd June: Research Now, (LSE:RNOW), the leading European online fieldwork and panel specialists, has appointed Marc Smaluhn as Managing Director for Central Europe, demonstrating the company's commitment to building a strong local presence in the region.

Smaluhn, previously VP Client Development Europe at Ciao, will be responsible for maintaining and growing all business in the German-speaking countries (Germany, Austria, Switzerland).

Frankfurt-based Smaluhn will set up a second office for Research Now in Germany. His appointment comes in response to client demand for high quality service providers in Central Europe and reflects the company's commitment to providing a professional, personalised service which is localised according to client needs.

Smaluhn explains: "We see strong demand for a high quality international online fieldwork and panel provider in the Central European region. With the establishment of our first German office in Hamburg earlier this year, together with the expansion of our proprietary consumer panels in Germany, Austria, Russia, Poland and the Czech Republic and the upcoming launch of our four-language Swiss panel, Research Now is committed to meeting these needs at both a client service and project delivery level."*

Andrew Cooper, Managing Director of Research Now in London, comments:

"I am delighted that Marc has joined us. Marc's understanding of the international online fieldwork environment and deep commitment to flexibly serving client needs will enable Research Now to become a leading provider in the region"

* Research Now is one of the first online panels to announce the availability of its formal response to Esomar's 25 Questions to ask of Panel Providers (available to view on www.esomar.org – professional standards). The document has been produced in response to Esomar's advice to research buyers on how to look for quality in online fieldwork, and underlines Research Now's commitment to high quality panels for researchers in every country where Research Now panels are built. For a copy of Research Now's response, contact Emma Smith (emma@researchnow.co.uk).

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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, Austria, France, Germany, Ireland, Italy, Spain, Russia, Sweden, Poland, Denmark, Netherlands, Norway, Finland, Portugal, Czech Republic, Greece) and Australia, comprising 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