

Research Now Appoints Senior Operations Director for Asia Pacific Region

Peter Blansjaar joins Research Now to direct Sydney operations hub as the company expands in Asia Pacific

Sydney, 1st February 2008: Research Now, the online fieldwork and panel specialists, have appointed Peter Blansjaar to head up their operations, project delivery and quality assurance systems in the Asia Pacific region. Peter will lead the growing team of online delivery professionals in Sydney and Melbourne and expand the delivery hub for the company's forthcoming online panel launches in Asia.

Peter was formerly AC Nielsen's Retail Tracking Operations Director, and brings over 12 years of experience of market research and business development to Research Now.

Jason Buchanan, Managing Director, Research Now Australia/New Zealand comments:

"Peter is a great addition to our team. He brings extensive experience from the research and online panel world, and we look forward to his contribution to our strategic planning and operational execution across Australia, New Zealand and beyond."

"Research Now has experienced tremendous growth to achieve a position as a global leader in quality data collection and panel recruitment. Bringing Peter into the team demonstrates our commitment to supporting this growth with robust infrastructure and quality delivery."

Research Now has proprietary online panels in Australia, New Zealand and 26 other countries across North and Latin America and Europe. It plans to launch panels in Asia in 2008.

- Ends -

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About Research Now:

- Research Now is the leading international online fieldwork and panel specialist
- Research Now owns 28 proprietary online panels across Europe, Australia North, Central and South America, comprising more than 2.2 million active 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 12 offices - Sydney, Melbourne, London, New York, Chicago, San Francisco, Toronto, Frankfurt, Hamburg, Munich, Athens and Paris.
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange