

MEDIA RELEASE

Research Now Comes of Age with 18 Online Panels in Europe

Research Now adds proprietary research-only panels in Portugal, Greece, Belgium and the Netherlands to extend coverage across 18 European markets plus Australia

London, 17th August: Research Now, (LSE:RNOW), the leading European online fieldwork and panel specialists, today announced the addition of a further 4 research-only panels to its European portfolio, providing it with the largest family of transparently and consistently built research-only panels in Europe.

The latest countries to join the “Valued Opinions” family include Portugal (at: Opiniões de Valor - www.opinioesdevalor.com), Greece (at: Πολύτιμες Γνώμες - www.polytimesgnomes.gr), and the Netherlands (at: Waardevolle Mening www.waardevollemening.nl). In addition, Research Now has also built a bilingual panel in Belgium in both Flemish and French – ensuring that genuinely representative samples in the country can be selected. (Votre Opinion - www.votreopinion.be and Jouw Mening - www.joumening.be).

With respect to the Belgian panel launch, Andrew Cooper, Managing Director commented

“Some businesses claim to have a Belgian panel but in fact they just have people who have registered on their French panel with a Belgian postcode – of course the Flemish 58% is missing which is key if a client wished to do research genuinely representative of the country’s population”

Cooper goes on to say,

“Research Now is committed to providing researchers with the highest quality online panel choice in Europe. Our consistent panel backbone structure is localised, not just translated, to every country – ensuring the reliable and consistent performance of our panels for multi-country projects.”

Research Now has over 950,000 active panellists globally and the 18 European panels are: the UK, Germany, France, Spain, Italy, Ireland, Austria, Portugal, Denmark, Norway, Sweden, Finland, Russia, the Czech Republic, Poland, Greece, the Netherlands, Belgium. Research Now also owns a panel in Australia.

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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, Germany, France, Spain, Italy, Ireland, Austria, Portugal, Denmark, Norway, Sweden, Finland, Russia, the Czech Republic, Poland, Greece, the Netherlands, Belgium) and Australia, comprising over 950,000 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