

Research Now, the European Market Leader in Online Fieldwork and Panels Enters South American Market with Launch of Brazilian Panel

London, 27th July 2007: Research Now, the European market leader in international online fieldwork and panels, today announced the launch of their proprietary online Brazilian panel, Opiniões de Valor (www.opinioesdevalor.com.br).

The panel is the first South American panel to be launched by Research Now and the second Portuguese-language site to be built by the company. It has been customised for Brazilian consumers with local language and incentive choices (including voucher options for online shopping sites Americanos.com, Livraria Cultura and Ingresso.com). Brazil is home to around half of the total population plus half of all internet users in the South America region. Given the size of the population and the penetration of internet users in the country (21% Brazilian population)¹, it is a natural choice for clients looking to conduct online research in the region.

Commenting on the launch, Group Managing Director, Andrew Cooper explained:

“Research Now has become the market leader in Europe, Canada and Australia through providing a high quality, reliable one-stop shop for international sample. Expansion into South America has been led by client demand for a similarly successful model in the region. Brazil is a key market for South America and an important part of our panel roll-out programme in the continent.”

Research Now has 25 proprietary panels built according to the same model throughout Europe (including Spain and Portugal), North and South America and Australasia with 1.9 million active panellists.

For more information on Opiniões de Valor, please contact Emma Smith (emma@researchnow.co.uk).

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¹ Source: www.internetworldstats.com

Enquiries:**General Enquiries:**

Emma Smith, Head of Marketing

emma@researchnow.co.uk

T: 020 7921 2400

Andrew Cooper, Group Managing Director

andrew@researchnow.co.uk

T: 020 7921 2400

Investors:

Chris Havemann, Chief Executive

chris@researchnow.co.uk

T: 020 7921 2400

Strategic, Financial and Corporate Communications:

Alistair Mackinnon-Musson, Hudson Sandler

Alistair@hspr.com

T: 020 7796 4133

Corporate Website:

www.researchnow.co.uk

About Research Now:

- Research Now is the leading international online fieldwork and panel specialist
- Research Now owns 25 proprietary online panels across Europe, Australia North and South America, comprising more than 1.9 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 11 offices - London, New York, Chicago, San Francisco, Toronto, Frankfurt, Hamburg, Paris, Athens, Sydney and Melbourne
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange