

Research Now Expands in Latin America

Panel Company Launches Online Research-Only Panels in Mexico, Argentina and Chile.

London, December 19th 2007: Research Now, the international online fieldwork and panel specialist has launched three additional online panels across the Americas. The panels in Mexico (www.opinionesvaloradas.com.mx), Argentina (www.opinionesvaloradas.com.ar) and Chile (www.opinionesvaloradas.cl) join the US, Canadian and Brazilian panels owned by the company in the region. The panels are stand-alone, locally recruited propositions each with their individualised country incentive choices, but have been built to Research Now's consistent global panel model.

The launch of online panels in these countries is a natural progression towards enabling the greatest reach in the region. Mexico is home to almost three quarters of the Central American population and 87% of the region's internet users, while Argentina, Chile and Brazil account for more than 75% of South American internet penetration.¹

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

"Research Now has an international reputation for being a high quality, reliable supplier of proprietary online panels in Europe, North America and Australia. With the launch of three further panels in the Americas, we are able to make this coverage even more comprehensive and to provide clients with a central, reliable contact point and sample source for fieldwork in the region."

The latest panel launches bring Research Now's total proprietary panel count to 28 panels globally with 2.2 million active panelists.

- Ends -

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¹ Source: www.internetworldstats.com

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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 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