

Research Now Launches Two New Specialist Panels

Travel Panel and Sports and Leisure Panel to provide researchers with fast, cost-effective access to pre-profiled samples

London, 10th July 2007: Research Now, the international online fieldwork and panel specialists, have launched 2 new specialist panels. Firstly, the Travel panel, covering business and leisure travel habits, and secondly, the Sports and Leisure panel. The panels, sourced from intensive screening of Research Now's 400,000-strong UK proprietary online consumer panel provide researchers with a fast and reliable source of sample for studies which target low incidence groups within these sectors.

The **Travel Panel** covers both business and leisure travel. For *business travellers*, sample profiles include:

- Frequency of travel
- Mode of transport taken
- Airports used
- Destinations travelled to
- Business hotel use

For *leisure travellers*, panel profiles include:

- Method of holiday booking (e.g use of travel websites)
- Travel media consulted (e.g TV and magazines read)
- Destinations travelled to (UK and abroad)
- Airports used
- Car hire supplier
- Mobile phone use when abroad

The panel also includes a further sub-panel of those who work in the travel sector as well as those responsible for booking business travel.

The **Sports and Leisure Panel** covers over 30 different sports activities from marathon running to extreme sports to skiing and golf. It pinpoints panellists interested in each sport as well as participation rates for each sport profiled. Panellists have also been quizzed for participation in 25 different leisure interests, including bingo, bird-watching, camping, climbing, rambling and yoga.

The 2 new specialist panels are the latest addition to Research Now's range of specialist panels, including Automotive, B2B, Media, Telecoms, Financial, Consumer Healthcare and Mums Opinions.

For more information on the new panels, please contact Emma Smith (emma@researchnow.co.uk)

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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 24 proprietary online panels across Europe, Australia and North America, comprising more than 1.5 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