

FINAL MEDIA RELEASE

Research Now Launches Research-Only Online Panels in Eastern Europe

Local research-only panels launched to provide access to Russian, Polish and Czech Republic Opinion

London, 11th May: Research Now, (LSE:RNOW), the leading European online fieldwork and panel specialist, has launched three online panels in Eastern Europe. The panels in Russia (www.vazhnoemnenie.ru), Poland (www.cenneopinie.pl), and the Czech Republic (www.cennenzory.cz) are stand-alone, locally recruited propositions, with their own local country incentive choices. All three panels have been recruited solely for market research purposes, each providing high response rates, and avoiding the systematic bias associated with those that are also used for marketing or comparison shopping purposes.

Research Now's access to Eastern European opinion enables clients to extend the reach of online fieldwork into these increasingly important markets. In particular, it allows clients to locate high-end, early-adoptive audiences (key potential customers for businesses looking to launch products and services into these territories) more quickly and cost-effectively. Early use of the Russian panel has illustrated that this works well in practice, particularly for high-end consumables such as cameras and other technology. Director of Service Delivery, Suzanne Hogger explains:

"We recently conducted a study where we were able to locate 100 SLR camera users from our Russian panel. This is a good example of how the panel can be used by clients to locate particular types of sample who have been previously difficult and expensive to find. It also demonstrates how having access to an online panel enables you to survey key consumers in these markets in a matter of days".

Another benefit for clients with the new panels is that they add to Research Now's existing portfolio of international panels across Europe and Australia. This means that clients can source a consistently-recruited, one-stop shop for international online fieldwork. Managing Director, Andrew Cooper, comments:

"Our Eastern European panels combine the best of both worlds – they are locally recruited, managed and incentivised, but have been born out of a consistent global model. This ensures that we have a unified approach to sourcing sample internationally. This in turn reassures researchers that we are using the same industry-leading standards for recruitment in all countries where they are conducting work with Research Now panels".

Research Now is also one of the first online panels to announce the availability of its formal response to Esomar's 25 Questions to ask of Panel Providers (available to view on www.esomar.org – professional standards). The document has been produced in response to Esomar's advice to research buyers on how to look for quality in online fieldwork, and underlines Research Now's commitment to high quality panels for researchers in every country where Research Now panels are built. For a copy of Research Now's response, contact Emma Smith (emma@researchnow.co.uk).

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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 (Spain, UK, Germany, France, Italy, Republic of Ireland, Austria, Sweden, Russia, Poland and the Czech Republic) and Australia, comprising 800,000 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