

Research Now Launches Flash Survey Toolkit Worldwide – Improved Respondent Experience, Better Data, no Extra Time or Cost!

Standard Toolkit now available for quick and easy Flash survey enhancements

London, 13th September 2007. Research Now, the international online fieldwork and panel specialists, have launched their **Flash Survey Toolkit** - providing standardised Flash-enabled survey questions to easily integrate to online surveys. In the past, utilising more complex programming such as Flash added cost and programming time. Research Now's innovative approach to Flash has been to invest in producing standard Flash programming that can be "taken off the shelf" and inserted into surveys with no additional cost or time. This is undertaken by Research Now's 60 strong in-house survey scripting team in London, Toronto, San Francisco and Sydney. This capability gives research agencies an immediate improvement to their online surveys by presenting a more sophisticated online approach into their end client surveys and a more interactive experience for respondents. It also provides an invaluable opportunity for more innovative survey questioning.

The Flash Survey Toolkit has been developed in response to client demand for more sophisticated, interactive programming within online surveys and follows extensive research-on-research conducted by Research Now (results of which will be presented at a range of conferences around the world this Autumn). The key results have revealed that not only can Flash programming improve respondent engagement, but it can also improve the quality and completeness of the data collected. By maintaining the standardised tool parameters outlined by Research Now, clients can drop any one of these question features into their online surveys and derive improved data quality with no additional cost or time.

The Flash Survey Toolkit includes:

- Card sort
- Custom slider
- Drag and Drop
- Scattered Words
- Magnifying Glass
- Page Flip and Zoom
- Hot Spots

Research Now has developed the standardised Flash Survey Toolkit using its specialist in-house programming teams located in key operational hubs around the world. (London, Toronto, Athens, Sydney and San Francisco)

Commenting on the toolkit, Charles Pearson, Senior Vice President, Research Now explained:

"Flash Tools have been around the industry for several years; however, Research Now is the first online fieldwork and panel company to invest in making it standard. These capabilities are now fast and easy for our programming teams to utilise, and we will encourage implementation amongst our client base. This

investment is another example of Research Now's continuing commitment to quality and innovation in online panel and data collection."

Research Now will also provide consultancy on how best to utilise these tools in client surveys. For more information, contact Charles Pearson, Senior Vice President, Business Development, cpearson@researchnow.co.uk.

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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