

Research Now Launches Major New US Panel

Fresh, Dual Language, High Quality Online Panel of 400,000 and Growing

San Francisco, 15th October 2007: Research Now, the international online data collection and panel specialists, today announced details of their new online panel in the United States.

The panel (at www.valuedopinions.com) is the latest proprietary panel to be added to the company's Valued Opinions family of research-only online panels. It has been built to the model of Research Now's 25 proprietary country panels currently utilised by the global market research industry.

The US panel also has several innovative features which distinguish it from other options. The 400,000-strong-and-building Valued Opinions panel has been built using a unique "by invitation-only" model, designed to discourage the industry's "professional respondents" from joining the panel and to target recruitment to nationally-representative levels. It also provides the opportunity for its members to register and participate in surveys in either English or Spanish. Given that a growing percentage of the population speaks Spanish as their first or preferred language, this measure ensures the panel is inclusive and represents this community.

Other features include restrictions on the number of surveys panelists can complete, no open survey areas where panelists can voluntarily take as many surveys as they desire, and an incentive model where panelists earn U.S. dollars redeemable for a wide variety of gift certificate alternatives.

Panelists have been profiled on a wide range of data points, including job roles and titles, telecom and technology information, use of financial services, healthcare, consumer goods and more. This enables clients to target key samples quickly, reliably and easily.

Commenting on the launch, Senior Vice President, Business Development, Charles Pearson explained:

"We are extremely excited to be able to launch Research Now's US panel at this time when the industry is focusing on quality as a critical requirement for online panels. Quality has always been at the core of Research Now's family of panels across the world, and our US panel reflects this consistent philosophy. Our US panel is the newest, large scale research-only online panel in the country and has higher response rates than those typically seen in other major US panels. With this launch, we are fully prepared to respond to the wide array of client requests from quality-conscious researchers who would like a reliable and consistent alternative to their current panel providers."

For more information on the Valued Opinions panel, please contact Charles Pearson on charles@researchnow-usa.com or John Visser at jvisser@researchnow.ca.

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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 Websites:

www.researchnow.co.uk / www.researchnow-usa.com

About Research Now:

- Research Now is the leading international online data collection and panel specialist
- Research Now owns 25 proprietary online panels across North and South America, Europe, and Australia, comprising more than 1.9 million active panelists globally
- Research Now's online panels are used by leading research agencies and some of the world's best known companies
- Research Now has 12 offices - New York, Chicago, San Francisco, Los Angeles, Toronto, London, Frankfurt, Hamburg, Paris, Athens, Sydney and Melbourne
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange