

Research Now Launches in Asia

Announcement of Chinese Joint Venture, 7 New Asian Panels and 2 New Offices

London, September 18th 2008: Research Now, the international online fieldwork and panel specialists, today announced its launch in Asia.

The Group will initially be represented by two new operations in the region. The first in Shanghai, through a 75% owned joint venture in China in which local investors hold the balance, and the second in Singapore through a wholly-owned subsidiary. In addition to the new operations, the Group has also launched eight new proprietary online panels in the region to support the growing international demand for Asian opinion. The new Research Now owned online panels are in China, Japan, Singapore, Malaysia, Taiwan, Hong Kong, South Korea and India.

The Asia-Pacific team at Research Now will be headed up by Jason Buchanan, Managing Director, Asia-Pacific.

Commenting on the launch, Jason Buchanan said:

“We are extremely excited to be rolling out our proven panel model in Asia. Expansion into this region follows demand from our existing client base worldwide for proprietary access to consumer opinions in one of the fastest growing economic areas in the world. Establishing offices on the ground in Asia will enable us to extend the highest quality level of service to new and existing clients local to the region.”

Chris Havemann, CEO of Research Now added:

“Since our IPO in 2005, Research Now has successfully established itself as the market leader in Europe and one of the fastest-growing online panel companies in North America. Expansion into Asia will give us true proprietary panel coverage across each of the major regions of the world, a presence in Singapore and entry into China, fast becoming one of the world’s largest research markets”.

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Research Now Asia Panels

Country	Language	Panel Name	Panel Address
Singapore	English/ Simplified Chinese	Dianzhong Valued Opinions	www.valuedopinions.sg www.dianzhong.sg
Malaysia	Bahasa Melayu / English	Valued Opinions	www.valuedopinions.com.my
Japan	Japanese	Valued Opinions	www.valuedopinions.jp
South Korea	Korean	Valued Opinions	www.valuedopinions.co.kr
Taiwan	Traditional Chinese	Dianzhong	www.valuedopinions.tw
Hong Kong	Traditional Chinese / English	Dianzhong Valued Opinions	www.valuedopinions.hk www.dianzhong.hk
China	Simplified Chinese	Dianzhong	www.valuedopinions.cn www.dianzhong.net

Enquiries:**General Enquiries:**

Andrew Cooper, Group Managing Director, Research Now

andrew@researchnow.co.uk

T: 020 7921 2400

Chris Havemann, Chief Executive, Research Now

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

About Research Now:

www.researchnow.co.uk

- Research Now is a leading international online fieldwork and panel specialist
- Research Now's 36 proprietary, research-only online panels across Europe, the Americas and Asia Pacific, are used by leading research agencies and some of the world's best known companies
- Research Now has 14 offices - Sydney, Melbourne, London, Paris, Frankfurt, Hamburg, Munich, Athens, New York, Chicago, San Francisco, Dallas, Los Angeles, Toronto
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange (AIM: RNOW)