

Research Now North America Expands with New Senior-Level Appointments

Adam Portner and David Bilicic to Manage US Client Development. Charles Pearson Assigned to Global Panel Excellence Role.

London, 13th October 2008: Research Now, the international online data collection and panel specialists, are pleased to announce two new senior-level appointments to its US sales organization. Adam Portner has joined as Senior Vice President in San Francisco to manage the West and Central USA (San Francisco, Los Angeles, Chicago, and Dallas) client development teams, and David Bilicic has joined as Senior Vice President in New York to manage the East Region including both NYC and Toronto-based US sales teams. Both Adam and David have substantial backgrounds primarily in market research and marketing.

Adam joins Research Now from MarketTools where he has been since 2002, most recently as Vice President of Client Services and Operations, responsible for a team of 20 supporting their Service Bureau, Sample Services, and Proprietary Panels businesses. Adam was previously with IRI where he spent 12 progressive years in client service, sales, and consulting roles.

David Bilicic joins Research Now from IRI where he has been since 2005 and most recently was the Senior Vice President heading their entire Kellogg's account. Previously, David spent 6 years at Abbott Labs in a variety of key marketing, trade, and research roles. Prior to Abbott, David held several roles in marketing, sales planning, and business analysis with Taco Bell, Tropicana, and AC Nielsen.

Adam and David join a team which will be headed from November 1st by Jeff Karry, Managing Director, North America, (previously Senior Vice President, North American Operations and co-founder of OpenVenue). John Visser, co-founder of OpenVenue, and currently Senior Vice President, Business Development, will take responsibility for global key account management as well as continuing to drive Canadian sales.

Also joining the team as Finance Director, North America is Steve Rosen. Steve brings with him over 20 years experience in a variety of financial roles, including positions at CSI Global Education, and Procter & Gamble.

Commenting on the appointments, Jeff Karry, Managing Director North America said:

“Our North American business has grown dramatically in recent years and we anticipate continued growth next year and beyond. Adam and David's appointments demonstrate our desire to invest in senior management talent and our confidence in the growth of our business. It also reflects our strong commitment to delivering high quality panel and client service to our US customer base.”

Charles Pearson, who is based in London and has been responsible for our US team since June 2006, has now been appointed to the new role of Senior Vice President, Panel Excellence. He will report to Chris Havemann, Research Now's CEO. Research Now has always been at the forefront of panel quality and has chosen to accelerate its leadership position by assigning one of our most experienced senior managers to focus on this area.

Commenting, Chris Havemann, CEO said:

“Research Now's foundation and philosophy has always been to provide quality sample. Recognizing the continuing importance of taking a leadership position in this area, I am pleased to be able to assign this leadership role to Charles, as someone who has over 20 years of research supplier and online panel experience.”

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Enquiries:

General Enquiries:

Emma Smith, Group Marketing Director, Research Now

emma@researchnow.co.uk

T: 020 7921 2400

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 16 offices - Sydney, Melbourne, London, Paris, Frankfurt, Hamburg, Munich, Athens, New York, Chicago, San Francisco, Dallas, Los Angeles, Toronto, Shanghai, Singapore
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange (AIM: RNOW)