

## MEDIA RELEASE

### Research Now appoints Charles Pearson as Senior Vice President, Business Development

#### Former Greenfield Online Vice President and General Manager of their West Coast operation joins Research Now in Substantial New Role

London, 9<sup>th</sup> June 2006: Research Now, (LSE:RNOW), the leading European online fieldwork and panel specialists, today announced the appointment of Charles Pearson as Senior Vice President, Business Development – relocating from San Francisco to the Company's London head office.

Charles has nearly 20 years of market research supplier experience. This includes senior roles at Greenfield Online (where he established their San Francisco office), AC Nielsen, Information Resources, Ipsos-ASI, MarketTools, Knowledge Networks, and comScore Networks. Charles began his career in Marketing Sciences in New York, at BBDO and McKinsey & Company.

In his career, Charles has worked extensively with both market research agencies and manufacturer end clients including JD Power, Nielsen Entertainment, MarketCast (a division of Reed Elsevier), Hall and Partners, General Mills, Procter & Gamble, and Nestle. Charles holds a Master's in Quantitative Methods from New York University and a BA in Political Science from the University of Michigan.

In the new role, Charles is tasked with two key elements:

Firstly, to lead Research Now's newly launched Online Product Innovation Team which will develop some of the leading edge online techniques from the USA and launch them in Europe - for the benefit of the company's full service research clients.

And secondly, to assist in the ramp-up of the Company's North American operation – immediately expanding its existing team, recruiting a top calibre General Manager to eventually take full responsibility for the North American subsidiary, and raising awareness of Research Now's quality proposition amongst potential clients.

Commenting on his appointment, Charles stated:

"I am thrilled to be a part of the fastest growing European online panel and fieldwork provider. Research Now's unique combination of outstanding client service and pro-active project management, carefully managed research-only panels, and extensive experience in running multi-country research throughout Europe is unparalleled. I look forward to helping to fuel our growth further in the U.S. market and in Europe through the development of new enabling online products that serve the needs of our full service clients globally."

Research Now Managing Director, Andrew Cooper added:

"It is our strategy to recruit some of the best and most experienced people in the industry – with his extensive mix of North American market research firm and end client experience, Charles clearly fits this criteria. I am passionate about innovating in the world of online data-collection/fieldwork. Right now far too much of what we do is a literal translation of face to face or telephone surveys into an online environment. However the real exciting part comes from the online environment offering so much more. With Charles on board, Research Now will bring some of the very leading edge techniques from North America and develop them for the benefit of our European clients."

**ENDS**

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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 (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, the Czech Republic and Greece) and Australia, comprising 900,000 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