

Research Now Confirms Leading Position in Australasian market with Launch of High Quality New Zealand Panel

24th Proprietary online panel launched as Research Now commences Asia-Pacific Expansion

London, 28th May 2007: Research Now, the international online fieldwork and panel specialists, today announced the availability of a new, proprietary, research-only online panel in New Zealand.

The New Zealand panel has been built to provide high quality research-only access to representative New Zealand opinion at a reasonable price; a unique proposition in this market.

The panel will be managed according to stringent panel rules and maintained according to the same model as Research Now's highly-successful Australian panel. The New Zealand panel is Research Now's latest offering in the Asia Pacific market.

Research Now's Managing Director for Australia and New Zealand, Jason Buchanan, commented:

"We are extremely pleased to be able to offer a high quality panel in New Zealand. Having proprietary panels in both Australia and New Zealand enables us to provide clients with one consistent sample source and one single point of project management across both countries serviced from our local offices in Sydney or Melbourne. This provides clients with an unrivalled one-stop shop for Australasian sample in the region."

The panel is the 24th wholly-owned online panel to be introduced into Research Now's family of online panels covering Europe, Australasia and North America.

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Enquiries:**General Enquiries:**

Emma Smith, Head of Marketing

emma@researchnow.co.uk

Andrew Cooper, Group Managing Director

Andrew@researchnow.co.uk

T: 44 20 7921 2400

Investors:

Chris Havemann, Chief Executive

chris@researchnow.co.uk

T: 44 20 7921 2400

Strategic, Financial and Corporate Communications:

Alistair Mackinnon-Musson, Hudson Sandler

Alistair@hspr.com

T: 44 20 7796 4133

Corporate Website:

www.researchnow.co.uk

About Research Now:

- Research Now is the leading International online fieldwork and panel specialist
- Research Now owns 24 proprietary online panels across Europe, Australia and North America, comprising more than 1.5 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, Sydney, Melbourne, New York, Chicago, San Francisco, Toronto, Frankfurt, Hamburg, Paris, and Athens
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange