

## Research Now launches the Nordic OmniTaxi™ - a more speedy and timely option to traditional Omnibus Fieldwork

London, 15<sup>th</sup> March 2007: Research Now, the International online fieldwork and panel specialists, have expanded their innovative online fieldwork service, the OmniTaxi™ to the Nordic marketplace.

The Research Now Nordic OmniTaxi™ has been designed to provide clients with more flexible, cost effective and speedy alternative to Omnibus research. Unlike standard omnibus surveys, the new service is not conducted according to a set weekly or monthly timetable but goes to “who you want, when you want, where you want!”, hence the name Nordic OmniTaxi™.

By allowing for the client to decide when they want to conduct their project, the new service allows the clients to focus on their work whilst using Research Now’s highly profiled family of international online panels, comprising of more than 1.5 million active panellists.

In addition to the Nordic OmniTaxi in Denmark, Sweden, Norway and Finland, a fully translated OmniTaxi™ service is available in other European markets, including the UK, France, Germany, Italy and Spain and Australia.

Key benefits of the Nordic OmniTaxi™ include:

- Ability to commence research whenever you choose
- Fast turnaround of results - within 24 to 48 hours from supply of questionnaire
- Easy and quick to set up and cost effective (From 320€ per question minimum of 5 questions)
- Coverage in Denmark, Sweden, Norway, Finland plus the option to extend to further European markets including Russia

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Research Now!

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**About Research Now**

- Research Now is the leading International online fieldwork and panel specialist
- Research Now owns 21 proprietary online panels across Europe, Australia and Canada, 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, New York, Chicago, San Francisco, Toronto, Frankfurt, Hamburg, Paris, Athens, Sydney and Melbourne
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange