



e-Rewards, Inc. Completes Its Acquisition of and Merger with Research Now Limited

DALLAS, Texas, January 7, 2010 — e-Rewards, Inc., today announced the completion of its acquisition of Research Now Limited, a global provider of online data collection services. Research Now Limited is now a wholly owned subsidiary of Dallas, Texas based e-Rewards, Inc.

"I am excited about the opportunity to unite the strengths of these two companies," said Chris Havemann, CEO of e-Rewards, Inc., formerly CEO of Research Now. "This merger creates the most capable and most reliable single-source provider of online sample and online data collection services in the industry. We are now a truly global firm with unrivaled depth and reach."

In the U.S. the combined business will continue to operate using the e-Rewards Market Research brand, while outside the U.S. the company will operate under the Research Now brand. With the completion of the merger, the company now offers researchers access to more than 6 million panelists across 36 countries, including the largest global business decision-maker and hard-to-reach consumer panels available in most top markets. The company's expanded capabilities are supported by an experienced, multilingual staff in 18 cities around the globe, spanning four continents.

"This merger is extremely good news for clients of both e-Rewards and Research Now, since both organizations have long shared a relentless focus on quality and a commitment to providing superior customer service," Havemann added. "Better serving the needs of our clients was the strategic driver of the decision to combine Research Now and e-Rewards. We are eager to demonstrate our enhanced capabilities and prove that we now have the ability to serve the needs of our clients better than ever before."

About e-Rewards, Inc. /Research Now Limited

e-Rewards, Inc., based in Dallas, TX, is a leading global online sampling and online data collection company, recognized for delivering high-quality panelists, high response rates, and industry-leading panel retention rates. With its December 2009 acquisition of and merger with Research Now Limited, the company expanded its global presence. The company now operates panels with more than 6 million panelists in 36 countries around the globe. Offering a full suite of data collection services including online sample, survey programming and hosting, and survey translations, the company serves over 2,000 clients with a multilingual staff located in 18 offices around the globe.

For more information, visit www.e-rewardsresearch.com or visit www.researchnow.co.uk

Press Contact:

Chris Havemann, President and Chief Executive Officer, e-Rewards
CHavemann@e-rewards.com
T: +44 20 7921 2400
www.e-rewardsresearch.com

Konstanze Just, Global Marketing Director, Research Now

KJust@researchnow.co.uk

T: + 44 20 7921 2400

www.researchnow.co.uk

Blythe Moore, Public Relations Specialist, e-Rewards

Direct: (214) 365-7540

BMoore@e-rewards.com

www.e-rewardsresearch.com