



Research Now Opens Office in India

Industry Expert Appointed to Lead Office as Client Development Director

LONDON, 29th July 2010- Research Now, the leading global online sampling and online data collection company, today announced the opening of its office in New Delhi and the appointment of a Client Development Director to lead the team in India.

Headed by market research industry expert, Siddhartha Dutta (Client Development Director, India), the Research Now New Delhi office will provide clients with native support and local online fieldwork expertise. The expansion by Research Now into the region is key as the Indian market research industry continues to rapidly increase its use of online panels.

Sid joins Research Now after nearly 7 years with Toluna/Greenfield where he held management roles in both Operations and Business Development. Sid's last role with Toluna/Greenfield was as Director, Internet Survey Solutions – India and Asia.

The office in New Delhi will be Research Now's 21st office; with current offices located in the following locations:

Sydney, Melbourne, Auckland, Shanghai, Singapore, London, Paris, Frankfurt, Hamburg, Munich, Athens, New York, Chicago, San Francisco, Dallas, Los Angeles, Toronto, Madrid, Dubai, and Seattle.

Commenting on the appointment, Martin Filz, Managing Director Asia-Pacific:

"We are delighted to have Sid on board to drive the development in India. Sid's wealth of experience in online fieldwork as well as sales and management experience, will place us in the best position to enable us to gain an even closer understanding of our Indian clients' needs. With an aim to furthering our offerings and delivery of reliable fieldwork, Sid will play a pivotal role in Research Now's delivery of high quality data collection services across India."

Commenting on the appointment, Brad Wilson, Client Development Director Asia-Pacific:

"I am extremely pleased to welcome Sid to the team. Sid's wealth of online market research experience in India and Asia, across both sales and delivery management, will see him quickly expand our presence in this exciting region. This will significantly further our development in the online fieldwork space and will assist us in providing the best possible service to our clients."

About Research Now:

Research Now is the leading global online sampling and online data collection company, recognised for delivering high-quality panelists, high response rates, and industry-leading panel retention rates. The company now operates panels with more than 6 million panelists in 37 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 21 offices around the globe. Visit www.researchnow.com to learn more.

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