



Research Now Launches First Business-to-Business Online Research Panel In the Middle East

LONDON, March 1, 2010 — Research Now, the leading global online sampling and online data collection company, today announced the launch of the first B2B and Affluent Consumer panels in the Middle East.

“The launch of the first business decision-maker and affluent consumer panels in the Middle East, one of the fastest growing economic areas in the world, is another major step in our continued global expansion,” said Chris Havemann, Research Now's CEO. “With the addition of these Middle East panels, launched in partnership with Emirates Airlines, we provide our clients a window into a fast-growing region that is of high interest to many corporations today.”

“Growth opportunities for the research industry in the Middle East are vast,” added Nader Kobeissi, Research Now's Vice President of Client Development, Middle East. “The decision for Research Now to expand into the Middle East is recognition of the vibrancy of the economies of the Middle East and the need for quality research sample from this region. Research Now will be able to offer global and local researchers access to the booming businesses and affluent consumers in the region.”

According to the latest ESOMAR industry figures, the market research industry in the Gulf States has nearly doubled in size over the last three years; giving the region one of the fastest growth rates in the world. And, *The Economist* ranks Middle Eastern countries including Qatar, UAE, Jordan, Bahrain, and Kuwait among the top 20 countries with the highest 2004-2008 average GDP growth rates.

Research Now will continue its global expansion by launching new panels in additional countries in the coming months, in cooperation with additional business partners in the Middle East.

About Research Now

Research Now, based in London, UK, 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. With its December 2009 merger with e-Rewards, Inc., the company expanded its global presence. 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 20 offices around the globe. Visit www.researchnow-me.com to learn more.

Press Contact:
Konstanze Just
Vice President, Global Marketing
Research Now
+ 44 (0) 20 7921 2400
KJust@researchnow.co.uk

Business Contact:
Nader Kobeissi
VP Client Development, Middle East
Research Now
+971(0) 50 435 21 80
Nkobeissi@researchnow-me.com

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