



## **Research Now Signs Partnership with Emirates Airlines**

*Emirates Partnership Significantly Expands the Middle East e-Rewards Opinion Panels*

*Operated by Research Now*

LONDON, March 1, 2010 — Research Now, the leading global online sampling and online data collection company, and Emirates Airline, one of the top global airlines, announced a partnership that will enable Skywards members to join the e-Rewards opinion panels. Skywards members who choose to join the global research panel will have the unique opportunity to earn Skywards® Miles for sharing their thoughts and opinions with global market researchers.

"We are very pleased to welcome Emirates Airline as our first business partner in the Middle East," said Chris Havemann, Research Now's CEO. "Emirates is a premier global brand recognised for its exceptional quality and service - terms synonymous with Research Now and its e-Rewards Opinion Panels. The partnership with Emirates is another example of our continued success in expanding our research capabilities globally. We will continue to add new partnerships with major international brands in order to provide our research clients with the highest quality panels in the world."

"We are very happy to announce our partnership with Research Now and to offer our members an opportunity to participate in this research panel," said Brian Labelle, Senior Vice President of Skywards. "Skywards aims to take our members far beyond the immediate travel experience, providing more choice and rewarding loyalty with free travel, upgrades and other rewards."

Emirates joins other Research Now partners, including Air France/KLM, British Airways, and Virgin Atlantic Airways, each of which has invited select customers to join the e-Rewards opinion panels.

### **About Skywards**

Skywards, the frequent flyer programme of Emirates offers three tiers of membership - Blue, Silver and Gold - with each membership tier providing exclusive privileges.

Members earn Skywards Miles on Emirates or partner airlines, or when they use the programme's designated hotels, car rentals, financial, leisure and lifestyle partners.

Skywards Miles can be redeemed for an amazing range of rewards, including reward tickets on Emirates and other Skywards partner airlines, flight upgrades, hotel accommodation, excursions, and exclusive shopping.

Enrolment into the programme is free and can be completed online by visiting [www.skywards.com](http://www.skywards.com).

Skywards has consistently demonstrated success in award recognition. Among its many accolades, the programme has been named Best Loyalty Program by Middle East Traveller Magazine.

### **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 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 20 offices around the globe. Visit [www.researchnow-me.com](http://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](mailto:KJust@researchnow.co.uk)

###