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Research Now plc

First Half Trading Update

Global Growth Continues – 23% Increase Expected

Research Now plc (AIM: RNOW), the international online fieldwork provider and panel specialist to the market research industry, is pleased to make the following trading update for the half year ended 30 April 2009, ahead of announcing its interim results on Wednesday 1 July 2009.

Highlights

- First half revenues of approximately £23.5m expected, up 23% (2008: £19.1m)
- All regions ahead - underlying revenue growth* of c14%
- Gross margin at approximately £18.3m, up 28% (2008: £14.2m)
- Operating profits of approximately £3.8m, up 40% (2008: £2.7m)
- Strong balance sheet, with net cash of £5.8m following final OpenVenue earn-out payment of £2.7m

Commenting, Chris Havemann, Chief Executive, said:

“Despite the tough economic backdrop, Research Now has performed strongly in the first half and we are now more confident in our outlook for the year as a whole.”

“Our performance to date continues to reflect high levels of repeat business from clients and also the benefit we gain from our high quality, cost-effective online data collection methods. With the healthy pickup in revenues in March continuing through April, we remain cautiously optimistic for the second half.”

* Underlying revenue growth is calculated by taking the increase in 2008/9 revenue over 2007/8 revenue, at constant exchange rates.

Notes to Editors:

- Research Now is a leading international online fieldwork and panel specialist
- Research Now's 36 proprietary, research-only online panels across Europe, the Americas and Asia Pacific, are used by leading research agencies and some of the world's best known Companies.
- Research Now has 17 offices – London, Paris, Frankfurt, Hamburg, Munich, Athens, New York, Toronto, Chicago, San Francisco, Dallas, Los Angeles, Shanghai, Sydney, Melbourne, Auckland and Singapore
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange (AIM: RNOW)