

Research Now Launches in New Zealand

Martin Tomlinson joins Panel Company in new Auckland office

Auckland, 27th January 2009: Research Now, the online data collection and panel specialists, today announced the launch of a new office in Auckland and the appointment of Martin Tomlinson as Client Development Manager.

Martin brings with him a wealth of experience in the research industry, which he will use to help and advise clients planning online fieldwork in New Zealand. He was formerly Business Development Manager for TNS New Zealand and Account Manager at Consumer Link Ltd. Martin's extended background includes sales and management experience for both SME's and large corporates before starting in market research in 2004. Martin is an active member in the research community and is currently serving as a committee member for the Market Research Society of New Zealand.

Research Now has a highly-profiled, active research-only online panel of more than 40,000 consumers in New Zealand. The panel is part of Research Now's panel family of 36 panels across Asia-Pacific, the Americas and Europe.

Commenting on the opening of the office in Auckland, Research Now Asia-Pacific Managing Director, Jason Buchanan, commented:

"We are extremely pleased to have Martin on-board in Auckland. Having an office in New Zealand with a dedicated, experienced client account manager enables us to meet our clients' needs in the country more closely. This effectively provides a local contact for clients with the benefit of access a wide range of panel expertise and high quality panels across the globe."

More information can be found on the company website at:

www.researchnow.co.nz

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About Research Now:

www.researchnow.co.nz

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