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**PRESS ANNOUNCEMENT
FOR IMMEDIATE RELEASE**

21 October 2009

RESEARCH NOW PLC (“RESEARCH NOW” OR THE “COMPANY”)

Approach by e-Rewards, Inc. (“e-Rewards”)

The board of Research Now (“the Board”) notes the recent movement in its share price and announces that it has received an indicative offer from e-Rewards which may or may not lead to an offer being made for the entire issued and to be issued share capital of Research Now at a price of not less than 430 pence in cash per share.

This would represent a premium of 30.3 per cent. to the closing price of 330 pence per share on 4 September 2009, the last business day prior to e-Rewards’ indicative offer letter to the Research Now Board, and a premium of 46.7 per cent. to the average Research Now closing price of 293 pence per share for the 12 months ended 20 October 2009.

Based in Dallas in the United States and employing more than 300 professionals in Dallas, London, Los Angeles, New York, San Francisco, Chicago, Seattle and Paris, e-Rewards is the world’s largest “by-invitation-only” online research panel, serving more than 900 research firms. The boards of Research Now and e-Rewards believe that a combination of their businesses would bring significant benefits to clients and employees of both companies.

Research Now continues to perform well as a standalone business but the Board recognises that, due to the cash nature and value of the offer, it is in the interests of Research Now shareholders and other stakeholders to facilitate further discussions with e-Rewards.

In accordance with Rule 2.10 of the City Code on Takeovers and Mergers, Research Now confirms that it has 18,762,306 ordinary shares of 2 pence each in issue and admitted to trading on AIM under the UK ISIN code GB00B0CTWT77.

This announcement has been made with the approval of e-Rewards but there can be no certainty that an offer will be made.

A further announcement will be made in due course.

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Under the provisions of Rule 8.3 of the Takeover Code (the "Code"), if any person is, or becomes, "interested" (directly or indirectly) in 1% or more of any class of "relevant securities" of Research Now, all "dealings" in any "relevant securities" of Research Now (including by means of an option in respect of, or a derivative referenced to, any such "relevant securities") must be publicly disclosed by no later than 3.30 pm (London time) on the London business day following the date of the relevant transaction. This requirement will continue until the date on which the offer becomes, or is declared, unconditional as to acceptances, lapses or is otherwise withdrawn or on which the "offer period" otherwise ends. If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire an "interest" in "relevant securities" of Research Now, they will be deemed to be a single person for the purpose of Rule 8.3.

Under the provisions of Rule 8.1 of the Code, all "dealings" in "relevant securities" of Research Now by the offeror or Research Now, or by any of their respective "associates", must be disclosed by no later than 12.00 noon (London time) on the London business day following the date of the relevant transaction.

A disclosure table, giving details of the companies in whose “relevant securities” “dealings” should be disclosed, and the number of such securities in issue, can be found on the Takeover Panel’s website at www.thetakeoverpanel.org.uk.

“Interests in securities” arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in the price of securities. In particular, a person will be treated as having an “interest” by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities. Terms in quotation marks are defined in the Code, which can also be found on the Takeover Panel’s website. If you are in any doubt as to whether or not you are required to disclose a “dealing” under Rule 8, you should consult the Takeover Panel.

In accordance with Rule 19.11, a copy of this announcement can be found at www.researchnow.co.uk