

MEDIA RELEASE – 22nd February 2010

EasyInsites recognised as one of the UK's smartest small businesses

Guildford, 22nd February 2010: EasyInsites has been chosen by a judging panel including Deborah Meaden and other leading entrepreneurs such as Bebo Founder Michael Birch as a winner of Smarta.com's inaugural 'Smarta 100'.

The Smarta 100 is the ultimate business accolade, recognizing the UK's smartest small businesses. Smarta.com has uncovered remarkable companies who have gone the extra mile to differentiate themselves from the market or found clever ways to compete, from their marketing plan to their ethical stance. The result is a fascinating insight into the unique business ideas that are thriving in the current economic climate.

The finalists proved to the judges that they have what it takes to run a successful venture, from spotting a new opportunity to making it a reality. And the high-profile panel were delighted to see that ambitious people are saving hard and raising finances to turn their ideas into flourishing businesses.

Deborah Meaden commented:

"Discovering great new businesses is a passion of mine as is encouraging businesses to think and work better. The Smarta 100 does both of these things – and celebrates the best of British business at the same time. I was delighted to see ambitious people saving hard and raising finances to turn their ideas into flourishing businesses."

Smarta.com founder Sháá Wasmund said:

"Socially conscious, disruptive businesses that are not afraid to challenge the status quo are being set up in the four corners of the country. I founded Smarta to make sure these enterprises are supported at any stage of development. The results speak for themselves – the Smarta 100 list is a collection of remarkable success stories."

EasyInsites Co-Founder & Managing Director Charles Pearson commented:

"We are very pleased to be recognised by such a reputable panel of judges who have experience and success across a wide array of sectors. Being named as one of the 100 best certainly helps reinforce to us that the positioning of our products and services is clear and compelling. This recognition combined with the stellar list of clients we now have on board makes us even more excited for our future growth potential."

The full results and details of the winning companies can be found at smarta.com/smarta100.

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Notes to Editors

1. Media Enquiries

For access to case studies, images and all other media enquiries, please contact Catherine Nicholls on 020 7881 7784 / 07789 644 979 / smarta@tetra-strategy.co.uk.

About Smarta.com

The brain-child of entrepreneur Sháá Wasmund, Smarta.com is a free online business resource for small business owners. Supported by renowned entrepreneurs Theo Paphitis, Deborah Meaden and Michael Birch, Smarta.com provides advice and business tools as well as a space where business owners can network and support each other. Smarta has more than 1,000 guides, case studies and video interviews in which leading UK entrepreneurs share their experience and knowledge. Visit www.smarta.com to learn more.

About EasyInsites

EasyInsites is a full service online research agency focused on offering clients a range of innovative research tools to meet their research needs and to allow them to conduct more research at a lower cost. Our key product is EasyPanel, our custom panel product with which clients can easily conduct research on their consumers, customers, employees and markets. Our EasyExchange platform is at the heart of our EasyPanel product offering with its main feature the opportunity for clients to monetise their panelists by making their panel “open” to other researchers, with all appropriate restrictions and limitations set by our client as the panel owner. In addition, EasyInsites offers a full range of innovative online research products to ensure our clients derive maximum value and insight from their custom panel. Even without a custom panel, clients can turn to EasyInsites for their online research needs, since we offer a full range of easier, cost efficient yet innovative research tools delivered with a very flexible servicing model. These tools include EasyVideo – a webcam based interviewing platform; EasyQual – for online bulletin boards and focus groups; and EasyMobile – the fastest and most convenient method for collecting brief polls. For more information, visit us at www.EasyInsites.com

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