

Media Release – 26th October 2009

EasyInsites Appointed By Review Centre To Build and Manage Its Consumer Research Panel

Deal will provide researchers with access to Review Centre's user base of 4 million consumers

Guildford, 26th October 2009: EasyInsites, a full service online research agency specialising in custom panels and innovative online research tools, today announces it has been appointed by Review Centre to build and manage their first ever consumer research panel. The deal will give marketers and researchers access to the opinions and insights of the 4 million monthly users of one of the UK's most popular review sites. EasyInsites will also provide research services to Review Centre to help them gain further insight into their customer base.

The proposed 30,000-member panel will be comprised of a cross section of the UK's most active and opinioned consumers covering all age ranges and socio-economic demographics. The site's most active users will be invited to join the panel via the Review Centre website located at www.reviewcentre.com.

The panel will be deeply profiled for the site's various product and services categories, thereby making it even more usable and targetable for research purposes. It will be globally accessible to researchers as it will be built and maintained on the EasyExchange platform (also known as the Cint Panel Exchange) where researchers have direct access to panelists for their own research projects. The panel is expected to be live and accessible before the start of 2010.

EasyInsites will provide sample access to this panel with or without other research services, or researchers/sample buyers can go directly to the Cint Panel Exchange by establishing an account with Cint AB who manages the Exchange.

Review Centre: Charles Delamain - COO, Review Centre: "Review Centre is unique in the review website market with the breadth of consumer interests it covers and the cross section of contributors it subsequently attracts. Our audience is highly engaged and opinioned and this represents another way for them to voice those opinions whilst Review Centre can use a portion of the compensation we receive to help fund our own research. The EasyInsites approach to building an asset where the panel owner, EasyInsites and Cint can all benefit is the ideal solution for our needs. EasyInsites also provides the most flexible research agency solution we have found with a wide variety of innovative ways in which we can gather valuable feedback and insight on our customers."

EasyInsites: Charles Pearson - Co-Founder and Managing Director, EasyInsites: “The EasyInsites approach to building and maintaining custom panels for the long term benefit of panel owners continues to be a key differentiator for EasyInsites, enabling us to provide Review Centre with a beneficial and lasting asset. Review Centre also clearly values the opportunity to utilise their panel for their own business and research objectives, whilst having a very flexible approach to these services whereby they can experiment and explore a variety of online methods and research tools over time as needed.”

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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. One of our key products is EasyPanel, our custom panel product with which clients can easily conduct research on their 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 has introduced a full range of innovative online research products to ensure that 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 and more cost efficient yet innovative research tools including 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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About Review Centre

Over the last ten years Review Centre has grown to become one of the UK's most visited review sites. Review Centre delivers knowledge and insight to consumers through the provision of honest, impartial and in-depth product and service information. Our community of reviewers empower consumers to make informed purchasing decisions. We are passionate about this

rapidly growing sector which is driven by consumer demand for real information from real people. We have placed ourselves at the heart of this sector.

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About Cint

Cint is a software company that produces and sells market leading, innovative online research products for businesses and organizations involved in market research. The company specializes in SaaS, web-based software offering efficient, user friendly online sample management and access, as well as online panel management products that are accessible worldwide 24/7. Headquartered in Stockholm, Sweden, Cint has offices across Europe and the USA. Cint's rapid growth is due to Cint Panel Exchange which was launched in 2004. The platform is the only open marketplace for conducting online research where panel owners and sample buyers can buy and sell access to 10,000's of individuals every day. All users of the platform work in a controlled environment for conducting high quality online research that often exceeds industry guidelines. Today you can access over 2 million panelists in more than 30 countries direct from your computer. The company has an extensive list of clients and partners spanning most of the large market research groups, the main panel providers, media and web-based companies, branding, PR and advertising agencies, plus medium and small market research agencies, and other software companies that provide services to the market research industry.

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