

MEDIA RELEASE – 14th December 2009

EasyInsites and Bounty launch the Word of Mum™ panel Available to researchers globally only on the Exchange as of 1st January

Guildford, 14th December 2009: EasyInsites, a full service online research agency specialising in custom panels, and Bounty, the UK's favourite parenting club, today announce the January 2010 launch of the Word of Mum™ panel. As of 1st January, the previous panel comprised of Bounty sourced expectant and new mums with a child aged up to 24 months will no longer be available through Research Now.

The new custom panel will be larger and more deeply profiled than Bounty's previous consumer panel and will be built and maintained on the EasyExchange platform (also known as the Cint Panel Exchange) where researchers can have direct access to panelists for their own research projects. Manufacturers interested in conducting research with this important niche market should contact their preferred market research agency, all of whom can easily access this panel on the Exchange.

At full recruitment the Word of Mum™ panel will comprise 30,000 consumers, representative of young families from those in the first trimester of pregnancy through to those whose youngest child is aged 4. Alongside standard demographics, profiling will include time-sensitive data, such as the expected due date of pregnant women, and the age of children in the household. Coupled with other highly relevant measures, such as retail relationships for grocery and baby care, and print, press and online media consumption, sampling on the panel will be highly accurate and cost effective.

As well as online quantitative surveys, the panel will offer a range of qual and quant methodologies that will provide this time-poor, hard to reach audience with greater flexibility in terms of how they participate in research, therefore enhancing engagement, response rates and retention. At sign-up panelists will confirm their willingness to participate in research via webcam and mobile phone thus facilitating services such as EasyMobile, EasyVideo, and EasyQual via Word of Mum™. EasyInsites will provide sample access to this panel with or without other research services, or sample buyers can go directly to the Exchange platform by establishing an account with Cint AB who manages the Exchange.

Bounty Parenting Club, provides information, support and products for young families and has over 2.5 million members with over 50,000 new or prospective parents joining every month.

Bounty: Vicki Kateley - Research Manager, Bounty: "We are very excited about the greater breadth and innovative functionality of our new panel. We will benefit enormously from

increasing the ways in which we can talk to our members using this range of flexible and even fun methodologies. This will enrich Bounty's consumer insight and ensure we and our brand partners continue to support young families in the most timely and appropriate way."

EasyInsites: Charles Pearson - Co-Founder and Managing Director, EasyInsites: "Bounty and EasyInsites are committed to treating panelists with the respect they deserve. This includes providing an engaging panel membership experience, limiting the length of surveys, enhancing surveys with more flash (interactive) elements and varying the ways in which feedback is collected through the use of online qualitative and mobile. Research agencies and manufacturers will also now be able to utilise this panel from an open marketplace where information regarding its size, demographics and response rates will be fully transparent and available."

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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. 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, more automated and 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 Bounty

Bounty (www.bounty.com) is the UK's favourite parenting club, providing information, support and products for young families throughout the four key-life stages: pre-birth, birth, toddlers and pre-school.

With 2.5 million members and over 50,000 new members joining every month, Bounty has approximately 96% market coverage of the estimated 800,000 annual births in the UK.

www.bounty.com is the UK's favourite parenting website and the largest online meeting point for mums in the UK with over 12 million impressions each month, 750,000 opted-in members and a further 28,000 new members joining each month

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