

Media Release – 7th December 2009

EasyInsites to build and maintain GMTV's new and improved research panel

“ViewBack” to be far more interactive and dynamic

Guildford, 7th December 2009: EasyInsites, a full service online research agency specialising in custom panels, today announces they are to build and maintain GMTV's new research panel. This new EasyPanel will extend well beyond what GMTV has done with their previous research panel through a more dynamic panelist website containing quick polls, news and results archives, exciting flash headers with messages from their presenters, and links to various social media such as RSS feed, Twitter and YouTube.

Beyond the added interactive features, the new GMTV ViewBack research panel will be larger and even more representative as it will recruit from multiple sources including the gm.tv website, as well as throughout the entire spectrum of time segments. EasyInsites will use its EasyMobile product to enable viewers to text a term to a free mobile number, this term and the call-in information will be broadcast during certain key time segments of the program. Once the text is received and email address provided, then the online registration process will occur. With this approach, GMTV expects the panel will be comprised of viewers from all time segments spanning 6:30 a.m. until 9:25 a.m.

The new ViewBack panel will also provide members with direct incentives via PayPal and ultimately be open to other researchers globally through the EasyExchange. Sample buyers will be able to access this panel directly by establishing an account with Cint AB who manages the Exchange marketplace, or clients can come directly to EasyInsites who can also provide research design and analysis services. The new panel will be live within the next two weeks and opened on the EasyExchange to other researchers by Spring, 2010.

GMTV: Miranda Maguire – Senior Research Manager, GMTV: “ViewBack has proved to be a most valuable tool, both for our internal programme clients and our advertisers regarding the efficacy of their ad campaigns. So we wanted to offer respondents more added-value to thank them for their time and opinions. EasyInsites offered us that added value.”

EasyInsites: Charles Pearson - Co-Founder and Managing Director, EasyInsites: “GMTV is a very experienced client, having utilised their own custom research panel successfully for the past several years. It is a very gratifying experience to be able to provide them with a new and improved panel that takes full advantage of the latest technology and best practices in online custom panels in key areas of recruitment methods, feedback and data collection approaches, and incentive management. We look forward to serving the needs of GMTV and its advertisers.”

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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, 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 GMTV

GMTV has been the No 1 commercial channel at breakfast since its launch in 1993. Every month, GMTV reaches 19 million people: almost over a third of the UK population. Nearly half of all housewives with children tune into GMTV every month, that's over nine million adults. GMTV has also built up a dedicated following among younger viewers, with over two million tuning in every weekend for GMTV's weekend kids'show, Toonattik. Transmitting daily from 6am to 9.25am, GMTV offers a lively mix of news, views and entertainment. The first hour with Penny Smith and John Stapleton (6am-7am weekdays) provides a fast-paced mix of news, topical interviews, political debate and sport. Then from 7am-8.30am weekdays Kate Garraway, Emma Crosby, Ben Shephard and Andrew Castle present news and current affairs with celebrity interviews and special features. Lorraine Kelly's lifestyle show, 'GMTV with Lorraine', runs

Monday to Thursday from 8.30am to 9.25am; while the Friday slot sees the focus shift to showbiz new and gossip.

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