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**The Economy is the Number One Issue in the Election
Latest CNN/Opinion Research Corporation Poll Shows**

PRINCETON, NJ – July 2, 2008 - Opinion Research Corporation (an infoGroup Company) (NASDAQ:IUSA - News) reported today that the economy is the number one issue for Americans in the Presidential campaign. In the latest CNN/Opinion Research Corporation poll conducted June 26-29, 58% of registered voters cited the economy as extremely important in their vote for President. This is up from 45% of respondents in January 2008. The war in Iraq also remains an important issue for voters - with 50% indicating it was extremely important to their vote. Other issues shown to be extremely important were:

- Gas prices 48%
- Health care 47%
- Terrorism 45%
- Education 44%
- Social Security 41%
- Taxes 40%
- Immigration 34%
- Environment 33%
- Foreign trade 29%
- Gun policy 26%
- Abortion 24%
- Race relations 19%
- Policy toward gays 16%

In the same poll, 51% of Americans said that foreign trade is a threat to the U.S. economy. There was a noted difference of opinion on that point among age and income groups: 56% of respondents over 50 years old saw foreign trade as a threat vs. 33% who saw it as an opportunity. Younger Americans (18-49) are evenly split as to whether foreign trade is a threat or an opportunity at 47% each. Among Americans earning less than \$50,000, 60% view foreign trade as a threat vs. 33% who saw it as an opportunity. This contrasts to 51% of Americans earning more than \$50,000 who saw foreign trade as an opportunity vs. 42% who saw it as a threat.

The CNN/Opinion Research Corporation Poll was conducted by Opinion Research Corporation by telephone on June 26-29, 2008. The results for the questions about the election are based on responses from 906 registered voters and have a sampling error of +/- 3.5% pts. The results for the questions regarding foreign trade are based on interviews with 1,026 adult Americans. The margin of error for this total sample is +/- 3% pts, and the margin of error for the age and income breakouts is +/- 4.5% pts.

About Opinion Research Corporation

Founded in 1938, Opinion Research Corporation, an *infoGroup* company, helps its clients grow their business by leveraging the insights of market research. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit www.opinionresearch.com.

About *infoGroup*

infoGroup (www.infoGroup.com), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. *infoGroup* has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *infoGroup* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoGroup*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoGroup* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To learn more about Sales Leads, click www.infogroup.com. For a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.

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