



600 College Road East
Princeton, NJ 08540

Worldwide Headquarters: (609) 452-5400 • Fax (609) 419-1892
Internet: www.opinionresearch.com

CONTACT:

Lisa Olson

Senior Vice President, Corporate Relations
Phone: (402) 593-4541
E-Mail: ir@infousa.com

Caroline Harris, CJP Communications

Phone: (212) 279-3115 ext. 222

Americans in Pessimistic Mood Latest CNN/Opinion Research Corporation Poll Says

PRINCETON, NJ – October 7, 2008 - According to the latest CNN/Opinion Research Corporation poll, 80% of Americans think that things in the country are going either “pretty badly” or “very badly”. The poll, conducted October 3-5, 2008 by Opinion Research Corporation (an *infoGroup* Company, NASDAQ:IUSA - News) showed that economic conditions are taking their toll on the mood of the nation.

When asked how they would rate the economic conditions in the country today, 84% of respondents said either “somewhat poor” or “very poor”. This continues a downward trend started at the end of 2007. A majority of Americans (59%) consider it either “somewhat likely” or “very likely” that another depression like the one of the 1930s could occur again in the U.S. Most Americans also expect that problems currently facing financial institutions and the stock market will affect them and their families, either immediately (36%), in a year or so (19%) or eventually (37%).

The CNN/Opinion Research Corporation Poll was conducted by Opinion Research Corporation on October 3-5, 2008, which interviewed 1,006 adult Americans by telephone. The margin of sampling error for results based on the total sample is plus or minus 3.0 percentage points.

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.

Statements in this announcement other than historical data and information constitute forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, but are not limited to, recent changes in senior management, the successful integration of recent and future acquisitions, fluctuations in operating results, failure to successfully carry out our Internet strategy or to grow our Internet revenue, effects of leverage, changes in technology and increased competition. More information about potential factors that could affect the company's business and financial results is included in the company's filings with the Securities and Exchange Commission.