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Presidential Race Is Tied As Democrats Prepare To Kick-Off Their Convention

PRINCETON, NJ – August 26, 2008 -Opinion Research Corporation (an infoGroup Company) (NASDAQ:IUSA - News) announced today that the U.S. Presidential race remains close as the Democrats prepare to start their National Convention in Denver on Monday. According to the latest CNN/Opinion Research Corporation poll, John McCain is the pick of 47% of voters; the same number received by the newly named ticket of Barack Obama and Delaware Senator Joe Biden. The results have a margin of error of +/- 3.5% PTS. These numbers show a slight change from the poll of July 27-29, 2008, when 51% of respondents picked Obama vs. 44% for McCain. In the same poll, 54% of respondents said that Obama's choice of Biden for his running mate was good or excellent.

The CNN/Opinion Research Corporation Poll was conducted by Opinion Research Corporation on August 23-24, 2008, which interviewed 1,023 adult Americans by telephone. The margin of sampling error for results based on the total sample was 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.

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