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**OPINION RESEARCH CORPORATION LAUNCHES
CARAVAN® International**

PRINCETON, NJ – September 8, 2008 — Opinion Research Corporation today announced the launch of **CARAVAN® International**, weekly Online omnibus studies which will provide clients cost-efficient international consumer research for obtaining measurements including brand awareness, product image, advertising awareness, concept testing and emerging market trends as well as answers to topical questions of interest to marketers. Data is available in less than 10 business days after project authorization.

CARAVAN® International is now available for Canada, the United Kingdom, France, Germany (1000 interviews in each country) as well as for Italy and Spain (500 interviews in each country). Additional countries will be added in the near future.

“With increasing globalization in today’s fast-moving technological world, businesses need access to information about consumer behavior and opinions quickly to aid in the decision-making process,” said Wayne Russum, Senior Vice President at Opinion Research Corporation. “For businesses that operate internationally or are looking to expand into a new country, understanding values, motivations and issues of citizens in multiple cultures can make the difference between success and failure.”

CARAVAN® International is the latest addition to the comprehensive suite of **CARAVAN® Services** available from Opinion Research Corporation. Omnibus services for the US include a twice weekly, nationally projectable Telephone Omnibus, a twice weekly Online Omnibus, Teen & Pre-Teen **CARAVAN®** omnibus surveys, and the recently launched Small Business **CARAVAN®**.

For further information visit <http://www.opinionresearch.com/us/omnibus> or email us at CARAVANinfo@opinionresearch.com.

About Opinion Research Corporation

Opinion Research Corporation, an *infoGroup* company, has offered innovative solutions to the toughest market research challenges of clients worldwide since 1938. Since the 1960s, ORC has conducted **CARAVAN®**, the USA’s longest continuously running consumer omnibus, which is the model for **CARAVAN® International**. In addition, 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.