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**Opinion Research Corporation To Host American Marketing Association Webcast on  
Delivering a Differentiated Customer Experience**

**PRINCETON, NJ – May 27, 2008** — Opinion Research Corporation has teamed with the American Marketing Association (AMA) to host “*The Art of Engaging the Customer: Taking Proactive Steps to Deliver a Differentiated Experience*,” on June 12<sup>th</sup> at 1 P.M. Eastern. The webcast will be presented by ORC’s Linda Shea, SVP and Global Managing Director of Customer Strategies, and moderated by the AMA.

The importance of actively engaging the customer through proactive measures designed to deliver a unique experience, effective management of multiple channels of interaction and the potentially damaging impact of numerous customer service ranking systems are key issues to be addressed.

The webcast is available free of charge to both AMA and non-AMA members. It is appropriate for Customer Experience, Customer Service, Marketing, Strategic Planning and Operations executives, as well as other areas supporting the customer service function. Participants will gain an understanding of how companies with a reputation for delivering a world-class customer experience have successfully aligned internal processes with their customer’s expectations to fulfill their brand promise. To register, visit <http://amaevents.webex.com>.

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**About Opinion Research Corporation**

Founded in 1938, Opinion Research Corporation, an *infoUSA* 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](http://www.opinionresearch.com).

**About *infoUSA***

*infoUSA* ([www.infoUSA.com](http://www.infoUSA.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. Content is the essential ingredient in every marketing program, and *infoUSA* has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *infoUSA* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoUSA*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoUSA* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click [www.infousa.com](http://www.infousa.com). To get a 72-hour free trial and 100 free sales leads, click [www.salesgenie.com](http://www.salesgenie.com).