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**OPINION RESEARCH CORPORATION LAUNCHES
CUSTOMER EXPERIENCE EVALUATION TOOL**

Part of ORC's Customer Strategies Toolkit

PRINCETON, NJ – November 12, 2007 — Opinion Research Corporation, an *infoUSA* company (NASDAQ: IUSA), today announced the launch of its Customer Experience Evaluation tool, a simple, cost-effective online survey process designed for mid-sized companies to assess the health of their customer relationships. The Customer Experience Evaluation tool provides real-time delivery of customer opinions on issues which can ultimately impact business revenue, profitability, competitive differentiation and market positioning.

“Having this information helps executives make the right decisions to grow their business,” said Warren Frankel, SVP of Customer Strategies at Opinion Research USA. “Our Customer Experience Evaluation tool lets companies easily understand their customers’ reaction to product and service offerings. What’s more, this information can be readily disseminated to others through our dynamic online reporting system.”

ORC’s Customer Experience Evaluation tool gives businesses insight into customer perceptions on issues such as the company’s image/reputation, the value of products/services relative to cost, ease of doing business with the company, quality, level of service, and competitive offerings. It also helps identify likely growth customers as well as indicate which may pose risks to existing revenue streams and profitability.

“Understanding the customer is the key to success for any business, and by gathering their feedback, companies can stay one step ahead,” said Frankel, “More importantly, those companies that take positive action as a result of this feedback can encourage customer loyalty, repeat purchases and referrals.”

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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.

About *infoUSA*

Founded in 1972, *infoUSA* (NASDAQ: IUSA) 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. Nearly 4 million customers use *infoUSA*'s products and services to find new customers, grow their sales, and more. *infoUSA* is headquartered in Omaha, Nebraska. To learn more, visit www.infoUSA.com.