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Opinion Research Corporation Announces Launch of Employee Research Practice

PRINCETON, NJ – June 6, 2007 — Opinion Research Corporation, a leading provider of insightful consumer, market and employee research, today announced the launch of its Employee Research Practice, which offers cost-effective tools for mid-size companies to measure employee engagement and alignment and improve organizational effectiveness.

“When an organization is aligned, employees are clear on the organization’s strategy and direction, committed to helping it get there, and willing to contribute maximum effort toward helping the organization be successful,” said Terry Reilly, SVP/Director of the firm’s U.S. Employee Research Practice. “By conducting research throughout the “employee lifecycle”, we help organizations to improve their employee brand, helping them attract the most appropriate personnel, understand employee engagement, retain key employees and measure the causes of employee turnover.

The Employee Research offering allows organizations to measure employee engagement and alignment along several key dimensions by assessing multiple drivers of performance. Leveraging Opinion Research Corporation’s proven research methodology and models based on twenty years of data, statistical analysis, and best practices, the tools offered by the Employee Research practice serve to:

- Highlight the level of performance, engagement and commitment of individual departments and locations, as well as the organization as a whole;
- Pinpoint the factors that both enhance and hinder maximum performance; and
- Assist leadership teams and HR professionals in preparing realistic action plans to achieve maximum performance quickly.

“In the past, employee surveys tended to focus on employee satisfaction as a key measure,” Reilly said. “However, that tactic often gave the distorted impression that satisfied employees were also contributing to the company’s mission. Engaged employees are truly driving an organization’s success by advocating the workplace and services to both customers and future employees —behaviors that ultimately impact the bottom line.”

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About Opinion Research

Opinion Research, an infoUSA company, has offered innovative solutions to the toughest market research challenges of clients worldwide since 1938. 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

For over 30 years, infoUSA® has provided a wide selection of state-of-the-art solutions to help business-to-business and business-consumer marketers expand their customer bases and grow their sales. Businesses ranging from start-up companies to Fortune 500 firms use our data, database marketing services, e-mail marketing solutions

and market research expertise to understand their markets and customers better, reach the right decision makers, generate higher quality sales leads, and strengthen their relationships with existing customers. More information on infoUSA's solutions for large marketers can be found at www.infousa.com/nad.