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**ORC Guideline Chief Research Officer to
Present at FDA Public Hearings on the Impact of Social Media on
Fair Balance and Pharmaceutical Marketing**

NEW YORK - November 11, 2009 – Chief Research Officer Morris S. Whitcup, Ph.d, of ORC Guideline (an *infoGROUP* company, NASDAQ: IUSA) will present findings of the company's recent research on the Impact of Social Media on Fair Balance and Pharmaceutical Marketing at a Food and Drug Administration (FDA) public hearing later this week. The hearing will address the issue of fulfilling requirements for fair balance and risk disclosure in internet and social media promotions. The ORC Guideline study examined consumer habits in researching information about pharmaceutical products online.

“These hearings are vitally important for the pharmaceutical industry, as one in five consumers indicated that they use social media to research prescription medication and obtain information about diseases,” said Dr. Whitcup. “The FDA has increasingly paid attention to promotion in social media to ensure that regulations relating to required disclosures and fair balance are met.”

Dr. Whitcup's presentation, which will include recommendations to the FDA on new approaches to communicating risk information, will be held on Friday, November 13th, at 1: 20PM Eastern in Washington, DC. The FDA will also provide access to a free, live webcast of this public hearing. More information about the webcast can be found at <http://www.fda.gov/AboutFDA/CentersOffices/CDER/ucm184250.htm>.

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About ORC Guideline

ORC Guideline is part of Opinion Research Corporation (ORC) a leading global market research firm with offices across the U.S., Europe and Asia Pacific region. ORC offers the unique ability to integrate primary and secondary research, competitive intelligence and expert insight to address the business challenges of its clients worldwide. The company has been a partner of CNN on the CNN/Opinion Research Corporation poll since 2006. To learn more about ORC Guideline, visit www.orcguideline.com. To learn more about ORC, visit www.opinionresearch.com.

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our Internet strategy or to grow our Internet revenue, effects of leverage, changes in technology and increased competition. More information about potential factors that could affect the company's business and financial results is included in the company's filings with the Securities and Exchange Commission.

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