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OPINION RESEARCH NORTHWEST LAUNCHES IDetailing™

Unique Online Qualitative Research Tool Delivers In-depth Insight into Audience Perspectives 24/7

SEATTLE, WA – May 12, 2008 — Opinion Research Northwest today announced the launch of IDetailing™, a unique online brainstorming and ideation process combining traditional qualitative research methods with technology to deliver unbiased, in-depth perspectives of target audience groups at their convenience, free from geographic and time zone restrictions, 24 hours a day, seven days a week.

Delivered through an online forum, IDetailing™ is ideal for research projects involving geographically diverse groups and hard to reach populations, particularly senior level business executives typically unwilling to participate in traditional qualitative research sessions. Key features include:

- The ability of participants to enter the research forum at their convenience 24/7
- The capability to host larger focus groups (as many as 30) in a single forum
- A facility for clients to view the data as it is collected at any time
- A variety of options for recruiting well-screened and qualified participants
- Participant anonymity to encourage free sharing of opinions and information

“The fast-paced, technology-driven climate decision makers operate in demands highly innovative methods to get inside their customer’s minds and understand the key issues facing them,” said Rebecca Elmore-Yalch, Senior Vice President of Opinion Research Northwest. “Qualitative research has become one of the beneficiaries of the technological revolution, and through IDetailing™, companies can now more fully capture the reasoning behind the results of their research.”

Available in the US, Europe and Asia, IDetailing™ is an appropriate solution for companies in virtually every industry to drive customer strategies, market development and employee engagement initiatives.

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About Opinion Research Northwest

A subsidiary of Opinion Research Corporation, Opinion Research Northwest (formerly Northwest Research Group) is a full service, strategic marketing research and consulting firm delivering the power of knowledge for use in business decision-making to its clients nationwide. To learn more, visit www.opinionresearch.com/northwest.

About Opinion Research Corporation

Opinion Research Corporation, 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

infoUSA (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. To get a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.

Statements in this announcement other than historical data and information constitute forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, but are not limited to, recent changes in senior management, the successful integration of recent and future acquisitions, fluctuations in operating results, failure to successfully carry out 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.