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**Mzinga and Infogroup's ORC Jointly Deliver Online Market Research Communities**  
*Initiative to Provide Clients with Greater Insight from Customer and Employee Social Interactions*

(OMAHA, NE) — ORC, an Infogroup company (NASDAQ: IUSA) and a leader in the integration of research and technology and Mzinga®, the leader in social software, services and analytics for business, today announced a new initiative to jointly deliver market research online community solutions. The initiative will bring together Mzinga's market-leading OmniSocial platform and ORC's customer and employee engagement research solutions for the first time.

According to Forrester Research, one third of market researchers are using or are expected to use market research online communities in the next 12 months. As demand for consumer insight continues to grow in 2010, market researchers will increasingly turn to social technologies to broaden their research scope and reach more diversified target groups while maintaining a critical focus on budget and accountability.

The online market research communities delivered by ORC and Mzinga will provide organizations with new insight into the needs, attitudes and behaviors of their customers and employees. Community owners will be able to use the information gathered to fuel their innovation, customer loyalty, employee engagement and communications strategies and initiatives. The companies have already secured a new client for this initiative and are actively pursuing additional opportunities together.

"Socializing the market research process through online communities is one of ORC's target corporate initiatives in 2010," said Jeffrey Resnick, Global Managing Director, Innovation and Partnerships at ORC. "We are excited to work with Mzinga to deliver a comprehensive solution that couples our research services with their innovative social community capabilities. These communities provide clients with new research solutions that were not previously available. They will compliment more traditional research initiatives with new real-time insight."

"This joint offering will enable us to offer customers in-depth market research insight with greater efficiency and at much lower costs than traditional research approaches," said Barry Libert, Chairman and Chief Executive Officer of Mzinga. "We're thrilled to be partnering with such an established global market research firm as ORC to bring their in-depth expertise in the market research arena to our current and future clients."

**About ORC**

ORC is a leading global market research firm with offices across the U.S., Europe and Asia Pacific region. The market research industry's only true global boutique, ORC offers the unique ability to integrate primary and secondary research, strategic intelligence and expert insight to address the strategic 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, visit [www.opinionresearch.com](http://www.opinionresearch.com).

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**About Mzinga**

Mzinga is the leading provider of social software, services, and analytics that improve business performance. Through a combination of enterprise-class technology, strategy and online moderation services, Mzinga social solutions enable businesses to increase revenue and lower costs by improving brand visibility, workplace satisfaction, and customer loyalty. Headquartered in Waltham, Massachusetts, Mzinga supports more than 14,000 communities and 1 billion monthly page requests from 40 million unique visitors in 160 countries worldwide. To learn more about Mzinga, visit [www.mzinga.com](http://www.mzinga.com).

**About Infogroup**

Infogroup (NASDAQ: IUSA) is the leading provider of data and interactive resources that enables targeted sales, effective marketing and insightful research solutions. Our information powers innovative tools and insight for businesses to efficiently reach current and future customers through multiple channels, including the world's most dominant and powerful Internet search engines and GPS navigation systems. Infogroup's headquarters are located at 5711 South 86<sup>th</sup> Circle, Omaha, NE 68127. For more information, call (402) 593-4500 or visit [www.infogroup.com](http://www.infogroup.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.