



Opinion Research Corporation

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Opinion Research Corporation Announces New Logo

PRINCETON, NJ – May XX, 2008 — Opinion Research Corporation today unveiled its new corporate logo, which will be used across all of its regions and divisions around the globe. The new logo features an up-to-date representation of the global nature of the company's business, while maintaining a link to the elements that have made Opinion Research Corporation one of the best known and most respected brands in market research for 70 years.

"Our new logo recognizes and preserves the tremendous value of our well-known divisions, and better symbolizes our global reach," said Gerard Miodus, President of Opinion Research Corporation. "This new graphic identity underscores Opinion Research Corporation's ability to provide innovative research solutions around the world."

Since its acquisition by *infoUSA*, Opinion Research Corporation has accelerated its internal growth in the U.S. through its Opinion Research Corporation division and in Europe through its ORC International division. The company has also completed two strategic acquisitions: in Asia/Pacific, NWC Opinion Research (formerly NWC Research), headquartered in Melbourne, Australia with offices in Singapore, Kuala Lumpur, Shanghai and Hong Kong, and Opinion Research Northwest (formerly Northwest Research Group) in Seattle, Washington and Boise, Idaho.

"These acquisitions and the new logo are reinforcements of our unique position as the only market research firm able to offer the strength, stability and reach of a global organization, along with the nimbleness, flexibility and responsiveness of locally autonomous operations," said Mr. Miodus. "We're confident that current and future clients who see the new logo in use around the world will recognize Opinion Research Corporation as the innovator in the way research is managed, delivered, reported and acted upon, and the only true global market research boutique."

The new logo will be phased in throughout the remainder of 2008.

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 in the U.S. since April 2006. The company is a leading provider of employee engagement, corporate brand & reputation, customer strategies and market planning & development research in the U.S., Europe, Australia and Asia. To learn more about Opinion Research Corporation operations around the world, 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.