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CNN AND OPINION RESEARCH ANNOUNCE FORMAL POLLING PARTNERSHIP

(PRINCETON, NJ)— Opinion Research Corporation, a leading provider of global market research and consulting services, today announced the establishment of a formal polling partnership with CNN, one of the world's most respected and trusted sources for news and information. The CNN Poll will become the CNN/Opinion Research Corporation Poll.

“Opinion Research Corporation’s reputation for independent, objective analysis and its excellent reputation in the industry make the firm the ideal polling partner for CNN,” said Sam Feist, CNN’s Political Director. “As the network gears up to offer the most in-depth and expansive coverage of the 2008 election, Opinion Research Corporation will be a key part of giving viewers the accurate and relevant information they demand to help them make decisions.”

“Opinion Research Corporation is very pleased to join the CNN family, and we look forward to a long and productive partnership,” said Jeffrey Resnick, Managing Director for Opinion Research Corporation USA. “We are very proud to be associated with an organization that is as passionate about integrity, objectivity, and accuracy as we are in the work we conduct on behalf of our global clientele. This association will reinforce the strength of our brand within the global business community.”

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. Our mission is to help our clients make better business decisions through the use of market-based intelligence. 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*

Founded in 1972, *infoUSA* 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. Nearly 4 million customers use *infoUSA*'s products and services to find new customers, grow their sales, and more. *infoUSA* is headquartered in Omaha, Nebraska. To learn more, visit www.infoUSA.com.

About CNN

CNN, a division of Turner Broadcasting System, Inc., a Time Warner Company, is one of the world's most respected and trusted sources for news and information. A sampling of its reach includes nine cable and satellite television stations, four Web sites, CNN Pipeline, and CNN Newsource. For additional information, visit www.cnn.com.