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### **ORC Announces Strategic Expansion of Customer Strategies and Pharmaceutical Research Teams**

**NEW YORK – October 26, 2009** —Opinion Research Corporation, an *infoGROUP* company (NASDAQ: IUSA), today announced the addition of senior researchers to its Customer Strategies and Pharmaceutical research practices.

Jonathan Masland, Ph.D, has joined the firm’s Customer Strategies Practice as Senior Vice President. He will be responsible for expanding this core ORC issue area through the cultivation of new and existing client relationships. Dr. Masland brings more than 25 years experience in the customer space to his new role. He has successfully developed and implemented growth strategies for many top-tier clients, and has launched customer loyalty and experience practices at top global research organizations. Dr. Masland holds a Ph.D. in Mass Communications from Indiana University .

“Dr. Masland brings extensive experience and expertise to an already strong area for ORC,” said Linda G. Shea, SVP and Global Managing Director of Customer Strategies. “He joins a high-performing team that is in increasing demand among ORC clients. His thought leadership and methodological insights will enable us to continue to deliver new and innovative solutions to address our clients’ strategic business issues.”

Vaibhav Varkhedkar, who joins ORC’s Pharmaceutical Research Practice as Vice President, will focus on expanding the practice to address the needs of its clients in the oncology market. Mr. Varkhedkar, who holds an MBA from Duke University’s Fuqua School of Business, an MS degree in Medicinal Chemistry from the University of Rhode Island College of Pharmacy, and a Bachelor of Pharmaceutical Sciences from the University of Bombay, Prin. K.M.K., has more than 15 years of healthcare and pharmaceutical research experience with both agencies and client organizations. Mr. Varkhedkar has co-authored 11 publications in peer-reviewed journals and 14 U.S. Patents in Cardiovascular and Metabolic Diseases, as well as 20 International Patents in drug discovery.

“Vaibhav’s track record of success in the healthcare and pharmaceutical industries gives him a unique perspective and insight into the needs of our clients,” said Christine W. Dalzell, Ph.D., Managing Director of ORC’s Pharmaceutical Research Practice. “His experience as both a research supplier and a practitioner on the client side positions him to provide insights for clients few other researchers can offer. He will serve as a catalyst for the expansion of ORC’s expertise into the growing Oncology market.”

ORC President Gerard Miodus added, “The addition of both Dr. Masland and Mr. Varkhedkar represent strategic investments into core growth areas for ORC. Our ability to attract well-respected and top-level talent is an indicator of the high regard in which ORC is held in the market research industry, and is a reinforcement of our strategic positioning, which is to be a leading provider of innovative solutions for our clients.”

**About Opinion Research Corporation**

Opinion Research Corporation (ORC) is 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, strategic 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, visit [www.opinionresearch.com](http://www.opinionresearch.com).

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