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**Opinion Research Corporation and The Hastings Group  
Introduce *PR PLUS*<sup>™</sup> Survey PR Service**

**PRINCETON, NJ and WASHINGTON, D.C. – November 5, 2007** — Opinion Research Corporation (ORC), a leading global provider of market research and an *infoUSA* (Nasdaq:IUSA) company, and The Hastings Group (THG), a major privately held U.S. public relations firm, today unveiled *PR PLUS*<sup>™</sup>, a “PR friendly survey in a box” service combining ORC’s industry-leading polling expertise with the proven ability of THG to generate media interest in sponsored surveys.

The outgrowth of a successful 10-year collaboration between ORC and THG involving more than three dozen joint surveys, *PR PLUS*<sup>™</sup> distills the two organization’s shared experience into two products designed to help boost media coverage of sponsors’ critical business issues, products and services. Intended primarily for corporations and organizations with limited or no dedicated PR resources, *PR PLUS*<sup>™</sup> will also appeal to agencies, companies or trade associations that lack extensive experience with the successful design, delivery and promotion of media-targeted surveys.

*PR PLUS*<sup>™</sup> is available in two tiers -- full service and advisory service.

**Full Service, from survey concept through post-news event follow-up, includes:**

- Brainstorming ways to integrate a survey into a client’s broader PR efforts
- Development of a 10-12 question “media friendly” survey
- Fast turnaround of a projectable national telephone survey screened for maximum PR potential.
- Professional analysis of survey results including recommendations on how to present survey results for optimal newsworthiness and media coverage.
- A detailed survey report setting out the findings to showcase the hard news for the media.
- Development of news releases, news advisories, statements and other materials to promote the survey results.
- Organization and promotion of a moderated, phone-based news conference including a media-trained ORC polling expert to assist in discussing the survey findings with the media along with the sponsor’s representative(s).
- Tracking and reporting of media results for six weeks after an event.

**The narrower “Advisory service” version of *PR PLUS*<sup>™</sup> includes:**

- Brainstorming ways to integrate a survey into a client’s broader PR efforts.
- Input from both polling and PR experts on the framing of up to 8 “media friendly” survey questions.

- Fielding of a projectable national telephone survey within 1 week.
- Consultation during the survey report-writing phase to ensure maximum media impact.
- Development of news release and related survey fact sheet.
- Strategic promotion of survey results to targeted media (as requested by client).
- Tracking and reporting of media results for four weeks after release distribution.

Said ORC Vice President Wayne Russum, “**PR PLUS™** reflects the reality that the combination of a focused survey and a concentrated PR push is critical in generating media attention in a high-impact way. You can’t have just a good survey or a good PR plan; you have to bring both of those things together and make them work as one. That, in a nutshell, is what makes **PR PLUS™** different.”

The Hastings Group Senior Partner Scott Stapf said: “Many corporations and other organizations understand that an opinion survey can help to promote an idea, product or service, but they don’t have the hands-on knowledge to design the survey and ensure that the resulting PR campaign is fully synched up to deliver the goods in terms of coverage. **PR PLUS™** is an opportunity for companies and organizations to tap into a long and extraordinarily successful working relationship that has generated dozens of successful survey-driven media campaigns and literally thousands of resulting news stories.”

Among the organizations that have benefited from the collaborative survey/PR efforts of Opinion Research Corporation and The Hastings Group are Calvert Group, Zero Alpha Group, the Consumer Federation of America, the Civil Society Institute, the Securities Investor Protection Corporation, Hybrid Owners of America, 40mpg.org, Social Investment Forum, the Seniors Coalition, and the Keep Universal Service Fund Fair Coalition.

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#### **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](http://www.opinionresearch.com).

#### **About The Hastings Group**

Founded in 1990, The Hastings Group is a full-service public strategies consulting firm with a major focus on public relations. Corporate and trade association clients rely upon THG to deliver innovative, high-impact and low-cost campaigns that will add the “booster rockets” to their public profiles, issues, products and services. The Hastings Group has a particular emphasis on consumer, financial, investing, corporate social responsibility (CSR), education and energy-related PR.

#### **About *infoUSA***

For over 30 years, *infoUSA*® has provided a wide selection of state-of-the-art solutions to help business-to business and business-consumer marketers expand their customer bases and grow their sales. Businesses ranging from start-up companies to Fortune 500 firms use our data, database marketing services, e-mail marketing solutions and market research expertise to understand their markets and customers better, reach the right decision makers, generate higher quality sales leads, and strengthen their relationships with existing customers. More information on *infoUSA*’s solutions for large marketers can be found at [www.infousa.com](http://www.infousa.com).