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## ***Opinion Research™ Acquires Northwest Research Group***

### ***Expands U.S. Presence in Market Research***

(OMAHA, NE)— Opinion Research™, an infoUSA® Company (NASDAQ: IUSA), today announced the acquisition of Northwest Research Group (a full-service, custom market research and consulting firm). Based in Boise Idaho, with an additional office in Seattle Washington, the firm is nationally recognized for its expertise in market research design, analytical proficiency, and its ability to translate research findings into actionable business decisions. Northwest Research Group will expand Opinion Research’s presence in the United States. Details of the transaction were not disclosed.

“We are delighted that Northwest Research Group is now part of our corporate family,” commented Vin Gupta, Chairman and CEO of infoUSA. “The company has an established management team that provides the strategic leadership necessary to help us expand our market research business.”

According to Mr. Gupta, “This acquisition makes perfect strategic sense, coming on the heels of infoUSA’s recent acquisitions of NWC Research and Guideline, Inc. Our goal is to continue to build the infoUSA business in response to growing client demand for more integrated and global market research services.”

Northwest Research Group's solid reputation is predominantly customer-based research in the business-to-business, business-to-consumer and public sectors. The firm has built a strong national presence in transportation, healthcare, and IT industries.

Rebecca Elmore-Yalch, CEO of Northwest Research Group, will stay with the company. She will report to Jeff Resnick, President of Opinion Research U.S. and will join the Senior Leadership team of the U.S. Group.

Gerard Miodus, President of Opinion Research, says: "The addition of Northwest Research Group is a very exciting, complimentary addition to our U.S. portfolio. It enables us to add the well-regarded transportation sector expertise of Ms. Elmore-Yalch to our overall offering, and adds a further boost to our already strong presence in the areas of customer strategies and public services. It also boosts our presence in the Northwest Region of the country, where we have a significant client base, especially in the technology sector.”

“My team and I are very excited about joining the Opinion Research family”, says Elmore-Yalch. “This acquisition allows us to align our flexibility, expertise and passion for research with a leading international custom market research firm. We will now be able to broaden our research offerings to our public and private sector clients much quicker.”

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

*infoUSA* ([www.infoUSA.com](http://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](http://www.infousa.com). To get a 72-hour free trial and 100 free sales leads, click [www.salesgenie.com](http://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.