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**MISREPRESENTED ITEMS, LACK OF CUSTOMER SUPPORT
SABOTAGE ONLINE SHOPPING EXPERIENCE**

*Nearly one quarter of web shoppers can't name store offering best online experience,
latest Opinion Research Corporation study finds*

Princeton, NJ: April 14, 2008 – Nearly one quarter (24 percent) of respondents participating in the latest Ouch Point survey from Opinion Research Corporation (ORC), an infoUSA company (NASDAQ: IUSA), cited purchased items having no resemblance to their image on the Internet as their biggest online shopping frustration. Following close behind (23 percent) was the inability to speak to a customer service representative at an online store to address any purchasing questions or concerns.

Nearly nine in ten of the 1,092 respondents surveyed indicated they shop online. On average, over one-fifth of these consumers buy over the internet. This incidence is highest among the following populations: women, those 25-44 years old, residents in the Northeast and households with incomes of \$75K or more.

While Amazon.com was named as the company offering the best online shopping experience by more than one-quarter (27%) of online shoppers, more than one-fifth (21%) could not identify a company that offers the best online shopping experience. "This suggests that there is ample opportunity to create competitive differentiation and to establish best practice in the online shopping space," said Linda Shea, SVP and Global Managing Director of Customer Strategies at Opinion Research Corporation US. "Failing to meet customers' expectations at any point along the buying continuum - from login to receipt of item - can have an adverse impact on the customer's perception of not only the store, but the brand as well".

The list of online shopping frustrations ranked as follows:*

Receiving an item that doesn't look anything like it did on the Internet	24%
Not being able to speak to anyone to answer questions	23%
Learning that items are back-ordered or out of stock after they are in the cart	19%
Websites that malfunction as the payment is being processed	14%
An unclear return policy	8%
Unclear shipping information	6%
Not getting an acknowledgment after the order has been placed	6%

**taken from percentage of those who indicated they shopped online*

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The study surveyed 1,092 respondents. Interviewing for this survey was conducted March 27 and 28, 2008.

These results are reliable to $\pm 3\%$ at the 95% confidence level.

About Opinion Research Corporation

Founded in 1938, Opinion Research Corporation (ORC), an infoUSA company, helps its clients grow their business by leveraging the insights of market research. ORC's Customer Strategies practice helps clients better understand both their existing and prospective customers to establish market differentiation and drive business growth. 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*

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