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**Opinion Research Corporation Launches New Ouch Point® Website,
Home to ORC's Ouch Point Study Series**

PRINCETON, NJ – March 11, 2008 — Opinion Research Corporation (an *infoGroup* company NASDAQ: IUSA) today announced the launch of its Ouch Point® website (www.orch-ouchpoint.com), a repository for its Ouch Point series of studies and a portal through which organizations and individuals can seek information about past and current study findings and share their own suggestions for future Ouch Point surveys.

The Ouch Point series examines American's tolerance thresholds in a variety of common scenarios facing them in both their professional and personal lives every day. Past studies have included topics such as frustrations in the workplace, issues with understanding newly purchased high tech devices, and the quality of the customer experience when shopping online, dining out, traveling during the holidays, among a number of other scenarios.

“Our Ouch Point survey findings uncover issues that virtually every type of organization can benefit from, by yielding insight into what most dissatisfies their customers and employees,” said Jeff Resnick, President of Opinion Research Corporation in the US. “Our new website serves as an excellent resource not only for businesses but for other types of organizations with an interest in understanding the likes and dislikes of the populations they serve. The website also affords an opportunity for anyone to submit ideas for future surveys they think would make interesting Ouch Point topics.”

About Opinion Research Corporation

Opinion Research Corporation, an *infoGroup* 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.

About *info*GROUP

*info*GROUP (www.infoGROUP.com) (NASDAQ: IUSA), founded in 1972, uniquely combines business and consumer information, marketing services and research solutions for sales, marketing, public and social policy professionals, and business professionals around the world. Our data and marketing solutions help companies of all sizes find new prospects, deepen relationships with existing customers and reach businesses and consumers at home, at work and on-line. *info*GROUP business data is also used by the top internet search engines and vehicle navigation systems to power their Point-of-Interest and business search capabilities. Our research solutions are used globally by companies, governments, public agencies and social policy organizations to solve complex problems, measure effectiveness and understand the attitudes and needs of their customers, citizens, employees and other key stakeholders.

*info*GROUP headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500 or by visiting www.infoGROUP.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.