



Opinion Research Corporation

902 Carnegie Center, Suite 220
Princeton, NJ 08540
Worldwide Headquarters: (609) 452-5400 • Fax (609) 419-1892
Internet: www.opinionresearch.com

CONTACT:

CAROLYN WERBLER, ORC USA
Phone: (609) 452 5258

CAROLINE HARRIS, CJP COMMUNICATIONS
Phone: (212) 279-3115 ext. 222

**Shoppers Scaling Back On Holiday Spending This Season,
Latest Ouch Point Survey From Opinion Research Corporation Finds**

Two-Thirds of Americans Planning to Cut Back Given Current Economic Woes

PRINCETON, NJ – November 26, 2008 — Only 32 percent of Americans plan to spend the same amount as usual on holiday gifts this year, according to a new ‘Ouch Point’ survey from Opinion Research Corporation, an *infoGroup* company (NASDAQ: IUSA). Nearly a third of respondents (31 percent) said they plan to cut back on both the number of people that they buy gifts for as well as the amount that they spend on each person, while 24 percent will buy for the same number of people but spend less on each gift than in previous years . Another 10 percent said they will spend the same amount or more on each person but will buy gifts for fewer people this year.

“It’s clear that most people still plan on shopping for gifts this holiday season, but many will either make cutbacks in terms of dollars spent or volume of gifts purchased,” said Linda Shea, Senior Vice President at Opinion Research Corporation. “As such, it is essential that retailers work harder to facilitate the gift-buying process to the greatest extent possible – by stocking the items that shoppers are looking for, making them easy to find, and helping speed up the process of checking out. This is the kind of customer experience that will keep shoppers coming back - both in person and on line - not only during the economic downturn but long after the present crisis subsides.”

The study also revealed crowds to be holiday shoppers’ biggest Ouch Point (44 percent), followed by parking at shopping centers and malls (18 percent) and untrained salespeople (13 percent).

Nearly half of respondents (48 percent) said they avoid shopping centers during the months of November, December and January, particularly older respondents between the ages of 55 and 64 (55 percent). Younger respondents remain undeterred, however, with 73 percent saying they don’t avoid shopping centers during these months.

About Opinion Research Corporation

Opinion Research Corporation, an *infoGroup* company, is a full-service, global market research firm offering action-oriented advice and intelligence to clients worldwide in the areas of Customer Strategies, Corporate Branding and Reputation, Employee Engagement and Market Planning and Development. ORC is also a partner of CNN on the CNN/Opinion Research Corporation poll. To learn more, visit www.opinionresearch.com.

About *infoGroup*

infoGroup (www.infoGroup.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 *infoGroup* 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 *infoGroup*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoGroup* 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.infogroup.com. To get a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.

About this survey

These results are based on 1,004 telephone interviews conducted with a representative sample of 1,004 adult Americans between November 13th and 16th, 2008. The margin of error for the total sample is plus or minus three percentage points.

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