

CONTACT:

CAROLYN WERBLER
OPINION RESEARCH CORPORATION
Phone: (609) 452-5258

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

OPINION RESEARCH CORPORATION LAUNCHES “OUT-OF-BOX-EXPERIENCE” CUSTOMER RESEARCH (OoBE™)

PRINCETON, NJ – June 11, 2007 — Opinion Research Corporation today announced the launch of its *Out-of-Box-Experience* (OoBE™) product, enabling R&D engineers, product managers, software designers, support personnel and marketers to witness consumers’ first impressions of electronic equipment ranging from computers, cameras and handheld devices to home entertainment products as they are unpacked, assembled and put to use.

Using a series of focus groups to test initial consumer opinions of new products, OoBE™ enables companies to modify or correct product prototypes before a public launch. With guidance from Opinion Research Corporation, focus group participants are recruited according to client’s pre-defined criteria, which typically include experience with the technology in question, whether they’re professional or consumer users and whether they are owners of particular technologies.

“Testing a product before taking it to market can determine its ultimate success,” said Manuel R. Flores, Director of Technology Strategies at Opinion Research USA. “The Out-of-Box Experience provides companies with a ready-made facility to gauge the opinions of their target audience, see consumer reactions first-hand, and make improvements before launching a product with potential usability issues to market.”

The sessions are conducted in a purpose-built viewing facility where clients observe the session “behind the mirror” and see first-hand how potential customers would fare with the company’s product. Experienced moderators facilitate focus groups to understand how consumers navigate their way from opening the package to using the equipment.

Opinion Research Corporation conducts OoBE’s across the US and Europe and is fully experienced in identifying problematic localization issues. To put the OoBE™ findings into best practice, the firm’s accomplished researchers produce concise results reports, designed to input directly into all constituent product planning process.

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About Opinion Research Corporation

Founded in 1938, Opinion Research Corporation, an infoUSA company, helps its clients grow their business by leveraging the insights of market research. 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

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