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**OPINION RESEARCH CORPORATION LAUNCHES
SMALL BUSINESS CARAVAN® OMNIBUS STUDY**

New Small Business Omnibus Study Delivers Unparalleled Insight into Small Business Community

PRINCETON, NJ –April 30, 2008 — Opinion Research Corporation, an infoUSA company (NASDAQ: IUSA), today announced the launch of Small Business CARAVAN®, a shared cost omnibus study which effectively “checks the pulse” of the small business community. The study, which makes the process of getting into the minds of small business owners and managers across the U.S. easier and more cost-effective, will provide unparalleled insight into the millions of small businesses that make up half of the U.S. economy.

“The small business community is a vital component of the U.S. economy and their opinions cannot and should not be overlooked,” said Wayne Russum, Senior Vice President at Opinion Research Corporation U.S. “This new tool will allow clients to gain valuable insight into the issues facing small businesses, as well as learn the most effective ways to communicate with and target this important audience.”

Initially conducted monthly, the Small Business CARAVAN® will carry out 500 interviews per wave, targeting participants from infoUSA’s Small Business database. The sample is specifically geared to small business in the financial services, professional services, manufacturing, construction, transportation, communication and wholesale/retail sectors.

The survey will help organizations better understand the views of small business owners and managers particularly in the areas of advertising awareness, brand awareness and usage, reaction to new product concepts, purchase decisions and financial product needs.

Small Business CARAVAN® continues the introduction of products and services to be launched by ORC focused on the small business market. This includes the previously announced partnership between infoUSA and Greenfield Online, Inc., to create a small business panel of North American B2B decision makers.

For further information about Small Business CARAVAN® please contact: CARAVANinfo@opinionresearch.com

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About Opinion Research Corporation

Opinion Research Corporation, an infoUSA company, has offered innovative solutions to the toughest market research challenges of clients worldwide since 1938. Since the 1960s, ORC has conducted CARAVAN, the USA’s longest continuously running consumer omnibus, which is the model for the Small Business CARAVAN. In addition, 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*

infoUSA (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. To get a 72-hour free trial and 100 free sales leads, click 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.