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**SMALL BUSINESS REMAINS CONFIDENT DESPITE TURMOIL ON WALL STREET
NEW STUDY FROM OPINION RESEARCH CORPORATION FINDS**

More than Half Expect Turnaround in 2009

PRINCETON, NJ – October 16, 2008 — Despite the turmoil on Wall Street, small business owners and managers remained positive about the condition of their individual businesses, according to a survey conducted September 25 - October 6, 2008 by Opinion Research Corporation, an *infoGroup* company (NASDAQ: IUSA). The Small Business Caravan survey, which has been conducted monthly since May 2008, provides insight into the small business community making up half of the U.S. economy. Although 80 percent of small business owners surveyed think U.S. economic conditions are poor, only 35 percent felt the condition of their businesses mirror those of the overall economy.

Since the survey's inception, small business perceptions about the state of the U.S. economy have been volatile, reflecting the volatility in the economy itself. In May 2008, 72% of small businesses rated the economy as poor. Attitudes improved slightly in August as the number of small businesses surveyed who thought the economy was poor fell to 66%. Reflecting the quickly changing nature of current economic conditions, October's number rose to 80%, the highest number since the Small Business Caravan surveys began.

Contrary to their views on the overall economy, most small business owners and managers were more positive about their own business conditions. The number of small business professionals rating the health of their business as good was 65%; little changed over the 4 month period over which the surveys were conducted.

In general, entrepreneurs expected economic conditions to improve within the next year, with 51% expecting economic conditions to be good a year from now, while 5 percent believed they will be very good.

“It is interesting to see that small businesses owners remain optimistic about future prospects for the overall economy”, said Wayne Russum, Senior Vice President of Opinion Research Corporation USA. “It’s quite a contrast from their negative assessment of current economic conditions. It’s unclear if their attitudes reflect the natural optimism of the small business community or if they are a true indicator that the financial impact of the economic downturn has not reached small businesses yet. Given the important role that small businesses play in fuelling the US economy, it will be important to see if this optimism continues through the rest of this year and into 2009.”

Opinion Research Corporation's Small Business CARAVAN® is a monthly omnibus survey carried out in waves of 500 interviews, 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 shared cost structure of the survey means that it is one of the most cost effective ways to reach this community helping organizations understand the views of small business professionals by raising awareness through advertising, brand awareness and reaction to new product concepts, purchase decisions and financial product needs.

The most recent survey was conducted between September 25 and October 6, 2008, among 504 small business owners and managers and has a margin of error of +/- 4 pts.

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, conducting national, speech reaction, state and flash/overnight polls for the most trusted name in news, since April 2006. 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.

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