



Opinion Research Corporation

902 Carnegie Center, Suite 220

Princeton, NJ 08540

Worldwide Headquarters: (609) 452-5400 • Fax (609) 419-1892

Internet: www.opinionresearch.com

CAROLYN WERBLER, ORC USA

Phone: (609) 452 5258

CAROLINE HARRIS, CJP COMMUNICATIONS

Phone: (212) 279-3115 ext. 222

Consumers Pay Little or No Attention to Drug Company's Advertised Risk Disclosures,

Latest *Under the Skin* Study from ORC Guideline Finds

NEW YORK – November 30, 2009 – When it comes to risk disclosures made by drug companies in print and television ads, many consumers aren't paying attention, according to a recent study by ORC Guideline (an *infoGROUP* company, NASDAQ: IUSA). The latest study in the company's *Under the Skin* series found that 41 percent of US consumers pay little or no attention to risk information presented by pharmaceutical companies in their TV commercials, and only half (50 percent) pay attention to such disclosures in print ads. This lack of attention is most prevalent among those 55 years of age or older.

"A probable cause for this considerable lack of interest may be risk information overload," said Morris S. Whitcup, Ph.D. Chief Research Officer at ORC Guideline. "As consumers utilize a wide variety of sources to learn about prescription medications, it may not be optimal for the FDA to require that pharmaceutical companies include the same details in each of the channels they use to communicate information about their prescription drug products," he continued. "When we asked consumers specifically about their preferences for obtaining prescription drug risk information online, we learned that many would appreciate a truly condensed version of such disclosures, accompanied by links to obtain more detailed information."

Included among the ways in which consumers preferred to see prescription drug risk disclosures presented online were: Direct links to an independent website such as WebMD (32 percent); having a condensed version of risk disclosures available a click away (27 percent); and a direct link to a pharmaceutical company (26 percent) or government website (25 percent) that provided the information.

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This release includes the findings of an online survey conducted among a sample of 1,045 adults comprising 503 men and 542 women 18 years of age and older. Interviewing for this survey was completed on October 29-30, 2009.

About ORC Guideline

ORC Guideline is part of Opinion Research Corporation (ORC) a leading global market research firm with offices across the U.S., Europe and Asia Pacific region. ORC offers the unique ability to integrate primary and secondary research, competitive intelligence and expert insight to address the business challenges of its clients worldwide. The company has been a partner of CNN on the CNN/Opinion Research Corporation poll since 2006. To learn more about ORC Guideline, visit www.orcguideline.com. To learn more about ORC, visit www.opinionresearch.com

About *Under the Skin* Series

The *Under the Skin* series of studies links ORC Guideline's expertise in the pharmaceutical and healthcare space to a consumer interest survey. The survey focuses on American's perceptions of the healthcare system, health insurance coverage, drug choices and wellness.

About *info*GROUP

*info*GROUP (NASDAQ: IUSA) is the leading provider of data and interactive resources that enables targeted sales, effective marketing and insightful research solutions. Our information powers innovative tools and insight for businesses to efficiently reach current and future customers through multiple channels, including the world's most dominant and powerful Internet search engines and GPS navigation systems. *info*GROUP headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127. For more information, call (402) 593-4500 or visit www.infogroup.com.

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