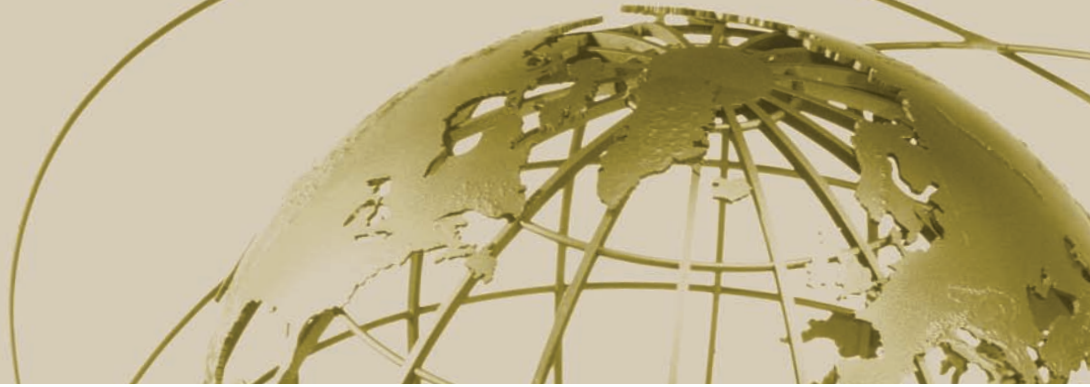




Opinion Research Corporation



Achieve your growth and profitability objectives in changing markets and understand the opportunities within existing and future market potential.

MARKET PLANNING & DEVELOPMENT

Top-line growth is critical to every company, yet achieving this growth can be very challenging.

The Market Planning and Development practice of Opinion Research Corporation helps businesses identify opportunities and develop growth strategies by working with clients to create and test strategy options. Whether you're embarking on a strategy of innovation or expanding into new markets, our objective is to ensure your growth.

We use a range of approaches encompassing innovation/opportunity evaluation, market segmentation, competitive analyses, pricing architecture, new product/service evaluation and product feature development. We can also help you develop value propositions to more effectively differentiate your company and its products and services from your competitors.

Issues we can help you with include:

- Identification of 'innovation opportunities' within the market
- Demand for new products
- Development and evaluation of new products and offerings
- Assessment of target markets, including both emerging and existing markets
- Exploration of market characteristics, size and economic value

Our clients include U.S. companies expanding both domestically and internationally as well as foreign companies entering U.S. markets.

To learn more, contact ORC's Market Planning & Development Practice:

Phone: 1-800-444-4672, ext. 25478

Email: answers@opinionresearch.com

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ABOUT OPINION RESEARCH CORPORATION

Founded in 1938, Opinion Research Corporation (ORC) is the market research industry's only true global boutique, with offices across the U.S., Europe and Asia Pacific region. We help clients achieve success within their markets and with their customers, employees and other stakeholders by providing fact-based, action-oriented intelligence and advice in the areas of Customer Strategies, Employee Engagement, Corporate Brand & Reputation, and Market Planning & Development.

ORC is known for its leadership in the integration of research and technology, as well as for the flexible, nimble and responsive approach we apply to the complex market research challenges facing our clients around the world. We are proud to be an official partner of CNN, the most trusted name in news, on the CNN/Opinion Research Corporation Poll®. ORC is a member of the *infoGroup* family of companies, the leading provider of business and consumer information products, database marketing services, data processing services and sales and marketing solutions.

BUSINESS ISSUES EXPERTISE

Our team of seasoned research professionals partner with you at every stage of your business' lifecycle to help you address issues such as:

- Building your brand
- Developing stronger relationships with your customers
- Understanding your customer's needs and expectations
- Delivering differentiated products and services
- Entering new markets
- Identifying new and innovative opportunities for growth
- Attracting, retaining and engaging the best employees
- Safeguarding your corporate reputation

INDUSTRY EXPERTISE

We serve clients in a diverse range of industries, with broad expertise in:

- Financial Services
- Information Technology & Telecommunications
- Healthcare
- Public Services

RESEARCH PRODUCTS AND SERVICES

Our range of specialized research products and services includes:

- The CARAVAN® suite of shared-cost, multi-client omnibus services, featuring:
 - CARAVAN® International
 - Small Business CARAVAN®
 - CARAVAN® Telephone Omnibus
 - Online CARAVAN®
 - Teen/Pre-Teen CARAVAN®
- IDetailing™—On-line product ideation
- Citimarks™—Citizen satisfaction services
- PR Plus™—"Survey in a box" to generate media coverage
- Out-of-Box Experience™—Critical product development intelligence for new tech products
- CSMPactor®—Customer satisfaction and loyalty measurement tool

For more information about Opinion Research Corporation and to download our latest publications, press releases, survey results and more, visit our website at www.opinionresearch.com or contact us via email at answers@opinionresearch.com.

