

## EMPLOYEE ANNOUNCEMENT

### **Greenfield Online's Jonathan Flatow named Chief Operating Officer**

Wilton, CT, January 6, 2009 – Greenfield Online, Inc., today announced the appointment of Jonathan Flatow as the company's Chief Operating Officer (COO) effective December 22, 2008.

Jonathan has been with Greenfield Online since March of 2000, and joined the company as Vice President and General Counsel. In his current role as Chief Operating Officer, Jonathan reports to Dave O'Hara, Managing Director Corporate Development for the Platform and Services division of the Microsoft Corporation, and Greenfield Online's interim leader. Jonathan is responsible for the management of Greenfield Online's Internet Survey Solutions business globally. Jonathan is also globally responsible for all of Greenfield Online's legal and human resources functions, focusing on management compensation, performance management and succession-planning activities.

In his prior position as Chief Administrative Officer, and General Counsel Jonathan directed Greenfield Online's global legal organization and was instrumental in the negotiation, structuring and closing of the Company's mergers and acquisitions, strategic alliances, and commercial relationships.

Prior to joining Greenfield Online, Jonathan was a partner with the Westport, Conn., law firm of Wake, See, Dimes & Bryniczka, where he concentrated his practice in marketing law, business representation and commercial litigation. Jonathan earned a B.A. from Franklin & Marshall College and a J.D. from the Pace University School of Law and is admitted to practice law in the states of Connecticut and New York.

#### **About Greenfield Online, Inc.**

**Greenfield Online, Inc.** is a global interactive media and services company that collects consumer attitudes about products and services, enabling consumers to reach informed purchasing decisions about the products and services they want to buy; and helping companies better understand their customer in order to formulate effective product marketing strategies. Proprietary, innovative technology enables us to collect these opinions quickly and accurately, and to organize them into actionable form. Through our Greenfield Online and Ciao Surveys websites and affiliate networks, we collect, organize and sell consumer opinions in the form of survey responses to marketing research companies and companies worldwide. For more information, visit [www.greenfield-ciaosurveys.com](http://www.greenfield-ciaosurveys.com). To take a survey, go to [www.greenfieldonline.com](http://www.greenfieldonline.com).

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