

PRESS RELEASE

Greenfield Online/Ciao Surveys Begins Respondent Education and Engagement Initiative

Invites Industry Associations and Likeminded Companies to Join in the Effort

Wilton, CT, March 23, 2009 – Greenfield Online/Ciao Surveys today announces the launch of an increased focus on respondent satisfaction, and engagement in the research process.

“In the last year, Greenfield Online/Ciao Surveys has created and launched the company’s Quality Data Program™ (QDP), or the standard practices we undertake each time we conduct a survey to ensure data quality. The results have been overwhelmingly positive,” says Hugh Davis, company Co-Founder and Executive Vice President. “We’ve addressed industry concerns about data quality, and now we need to expand our focus to improve the respondent experience industry-wide, not just within our own business practice. We are embarking on a process of educating and informing respondents about what it takes to participate in surveys, as well as, the benefits of participating.”

Davis and his team of Respondent Engagement professionals have found that respondent engagement relies on the following best practices, now part of the company’s QDP program;

Education and Understanding at the Recruitment Phase – Respondents need to be provided with ample information about the expectations that online survey companies have for them. “Oftentimes respondents are asked to participate in surveys, or more importantly, join an online panel without being told what is involved and often lured in with false promises. We have created a video segment that helps us to set proper expectations ultimately yielding better results,” says Matt Hynes, Senior Manager Global Panel Recruitment. “For example, Greenfield Online/Ciao Surveys have found that recruitment statistics are more favorable when upon enrollment; panelists understand more about the market research process.”

The segment has been posted to YouTube and can be found here; www.greenfield-ciaosurveys.com/respondentvideo. The video explains the research process and the impact that participation has on the development of products and services.

Consistent Communications – Respondents should be provided with a clear understanding of their role in the survey process, and reminded that they are looked upon for thoughtful responses. Greenfield Online/Ciao Surveys has developed an honesty and integrity policy that urges respondents to provide honest and considerate responses.

Return on Investment for Time Spent – Respondents should be provided with adequate, not excessive, incentives for their time spent participating in surveys. These incentives may vary and can include cash and prize incentives, community-based activities and newsletters, and will vary based on participation objectives.

Greenfield Online/Ciao Surveys has begun to solicit the participation of industry-associations and like-minded companies to begin conducting Research on Research on the impact on these initiatives on the research process.

About Greenfield Online, Inc.

Greenfield Online, Inc. is a global interactive media and services company that collects consumer attitudes about products and services 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. To take a survey, go to www.greenfieldonline.com.

About the Greenfield Online/Ciao Surveys Quality Data Program™ (QDP)

Greenfield Online/Ciao Surveys Quality Data Program™ is a real-time quality control system - a collective series of steps undertaken that proactively weed out untrustworthy respondents and inaccurate answers before they have the chance to affect the final data product. The program outlines steps taken pre-survey (respondent recruitment and management), at the survey-level (removal of fraudulent respondents), and post-survey (data cleaning) to ensure data quality. More details are available at www.qualitydataprogram.com.

North American Company Contact:

Janice Caston

jcaston@greenfield.com

Video segment produced by EVW Communications <http://www.evwcommunications.com/>