



CONNECTING RESEARCHERS WITH PEOPLE

Press Release – 17 August 2009

Leading Panel Brands join Cint Panel Exchange in the UK

The last four months has seen the UK active panelist population in Cint Panel Exchange rise from 30,000 to 200,000 panelists. New panels joining Cint's global platform include the Panelbase.net consumer panel, Habbo UK teens panel, plus Zussi, Crowdology, OTX and Sample Answers, all consumer panels from online research agencies.

Richard Thornton, Managing Director of Cint UK, commented "Cint's growing presence in the UK market and attractive platform for managing panels in a controlled environment is providing panel owners with a new opportunity to operate efficiently in a highly competitive marketplace. Cint's platform not only eliminates panel management fees, it also creates a new source of revenue for panel owners in addition to their existing operations".

Thornton joined Cint in February to expand operations in the UK market. After setting up offices in central London Thornton recruited a highly experienced team of online research professionals. The Cint UK team has seen an increasing interest in Cint's unique online panel management and sampling solutions and a number of agreements have already been signed with leading research and media brands which will see the UK panel population rise to over 300,000 panelists in 2010. This will create limitless sampling opportunities for both ad-hoc and tracking surveys. Cint's unique sampling tools also allow users to blend sample between panels in a secure, high quality environment, reducing the effects of source bias from using a single panel and providing limitless opportunities for accessing key sample groups.

About Cint

Cint is a software company that produces and sells market leading, innovative online research products for businesses and organizations involved in market research. The company specializes in SaaS, web-based software offering efficient, user friendly online sample management and access, as well as online panel management products that are accessible worldwide 24/7. Headquartered in Stockholm, Sweden, Cint has offices across Europe and the USA.

Cint's rapid growth is due to Cint Panel Exchange which was launched in 2004. The platform is the only open marketplace for conducting online research where panel owners and sample buyers can buy and sell access to 10,000's of individuals every day. All users of the platform work in a controlled environment for conducting high quality online research that often exceeds industry guidelines. Today you can access over 2 million panelists in more than 30 countries direct from your computer.

The company has an extensive list of clients and partners spanning most of the large market research groups, the main panel providers, media and web-based companies, branding, PR and advertising agencies, plus medium and small market research agencies, and other software companies that provide services to the market research industry.

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Main products:
Cint Sample Access
Cint Automated Tracker
Cint Panel Manager

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