



CONNECTING RESEARCHERS WITH PEOPLE



Press Release – 24 September 2009

Habbo Signs with Cint to Build Youth Panels Across the Globe

Sulake, the company behind Habbo, the world's largest virtual world for teenagers, has signed an agreement with online research company Cint to build youth panels across the globe. The panels are already available to access in Cint Panel Exchange, a global platform for managing online panels where market researchers can login and buy access to online sample in a secure, controlled environment.

Habbo has so far set up and started recruiting 32 panels across Europe, North and South America and Australia. The response from their members has been impressive with over 60,000 members joining their Brazilian panel in the last two months, 15,000 in the US and over 10,000 in the UK and Germany. Habbo can already claim to have one of the largest teen panel networks in the world and the number of members grows daily.

Emmi Kuusikko, Director of User and Market Insight at Sulake, comments:

“Not only have we added another revenue stream for Sulake, we now have the opportunity to survey our members around the world and find out more about their opinions and preferences. We also see this as an excellent way to provide another appreciated service, which reinforces our brand with our members.”

Lauri Löfveblad, Cint Country Manager for Sweden, Norway and Finland says:

“This is an exciting opportunity to offer our clients access to teenagers. This next generation of consumers is a group, which until now has been a difficult for researchers to find, particularly in an environment which is in compliance with market research industry guidelines. What's great about this opportunity is that Habbo earns an income from the panel activity, while their members appreciate receiving credits that can be used in their local Habbo community.”

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.

About Sulake (www.sulake.com)

Sulake is an online entertainment company focused on virtual worlds and social networking. Sulake's main product is Habbo, one of the world's fastest growing virtual worlds and online communities for teenagers. There are localized Habbo communities in 31 countries on six continents. To date over 144 million Habbo characters have been created and 13 million unique users worldwide visit Habbo each month (source: Quantcast). Sulake was established in 2000 and it has almost doubled its annual revenues each year. The main shareholders in Sulake include Taivas Group, Elisa Group, 3i Group plc, and Balderton Capital followed by Movida Group (in Japan), the company's founders Sampo Karjalainen and Aapo Kyrölä, Sulake's CEO Timo Soininen and other personnel. Sulake has offices in 13 countries. Headquarters is situated in Helsinki, Finland. Currently the company has 300 employees worldwide.

For enquiries concerning Press Releases
please contact: Chris Clarke
Marketing & Communications Manager

Cint AB
Torsgatan 8
111 23 STOCKHOLM
SWEDEN
Direct +46-8-546 383 54
General +46-8-546 383 00
Fax +46-8-546 383 99
press.release@cint.com
Visit us at: www.cint.com

Sulake/Habbo PR: press@sulake.com

Cint Offices:

Sweden (HQ), North America (Atlanta, Indianapolis, New York, Toronto), UK, Russia, Germany, Spain and Denmark

Main products:

Cint Sample Access
Cint Automated Tracker
Cint Panel Manager

Cint Panel Exchange

Access to over 2 million panelists in more than 30 countries