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Press Release – 23 June 2009

panelbase.net joins Cint Panel Exchange to market their 100k UK Panel

panelbase.net, one of the fastest growing online panels in the UK, has signed with Cint to market their UK panel to Cint's global network of market research buyers. The panel has been recruited using multiple methodologies including; online, mobile, CATI, street and focus groups and has detailed profiling (up to 500 data points per member) to enable effective, cost efficient targeting. The membership is highly engaged with online response rates often as high as 50% and carefully regulated in order to preserve the integrity of the panel and the data that it provides.

The panel will be available to access in Cint Panel Exchange, a global marketplace for online sampling and managing panels. The platform provides a controlled environment for conducting high quality online research that often exceeds industry guidelines. Market research buyers use Cint's products to login and buy access to online sample in real time, 24/7.

Cint has also signed a number of other significant panel partner agreements which will be announced in due course as the firm ramps up its marketplace offering in the UK following the opening of its London office in February 2009.

Richard Thornton, Cint UK MD said "This is a key partner agreement and one of several we have signed to date in the UK. The quality, size, and depth of the panelbase.net panel will enable us to offer highly engaged and responsive consumers for research to our ever-growing client base. Our priority has not only been to build up critical mass in the UK Cint Panel Exchange marketplace but critically, to also ensure the highest calibre of panels are brought on board. With this agreement and other very credible partners coming into the Exchange, we have certainly achieved this goal"

Angus Webb, Director of panelbase.net commented "We are delighted to form a working partnership with Cint and to bring our membership of 100k UK adults to the broader market research community. Cint opens the door to a new, more streamlined sample acquisition process which is already being embraced by the international research world. Bringing our companies together makes perfect sense as we share the data hygiene and sample management ethics that underpin our businesses and are mandatory to protect the future integrity of online research. We are committed to working with Cint to broaden the panelbase.net footprint in the UK and adding fresh inventory in new territories during 2009/10."

About panelbase.net

panelbase.net is a division of Dipsticks Research Limited – a full-service research agency that has been operating since 1997. Since 2008, and due to the rapid growth of the panel, panelbase.net are now able to provide sample to external agencies and other panels seeking highly targeted and responsive UK sample. To date, it has provided sample for hundreds of online and offline projects (CATI, mobile surveys and focus groups).

panelbase.net is now one of the fastest growing online panels in the UK and has consistently held the number 1 position in the www.surveypolice.com global leader board during 2009.

panelbase.net members are opted in to multiple methodologies including; online, mobile, CATI and focus groups. The membership is highly engaged with online response rates often as high as 50%. Each member receives no more than 2 or 3 invitations each month and panel usage is carefully regulated in order to preserve the integrity of the panel and the data that it provides.

The panel is profiled into 16 sections covering audio equipment and game consoles to information on holidays and health. To read more about panelbase.net and how it operates please refer to their official response to ESOMAR'S 26 questions for buyers of online sample <http://www.panelbase.net/esomar26.pdf>.

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 1.5 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

Cint Panel Exchange

Access to over 1.5 million panelists in over 30 countries