

Lightspeed Research launches panels in Austria and Belgium

Online consumer research panels open in two major European markets

London 11th September 2008: Lightspeed Research, a leading online market research company, announces the launch of two new panels in Austria and Belgium and plans to open further panels in the Republic of Ireland and Switzerland later this year.

The decision is a strategic one to take advantage of the increasing number of consumer surveys conducted in these countries. In particular, the expansion will meet the needs of existing clients who want to carry out market research using Lightspeed Research's high quality proprietary online panels in these countries.

Currently, the Austrian Panel has 5,000 panellists and the Belgian panel has 4,000. Both are expected to reach 10,000 panellists by the end of the year. Belgian respondents are able to answer surveys in either Flemish or French.

Lightspeed Research is committed to providing online market research panels of the highest quality. As with all the company's panels, these two new panels use double opt-in panellists interested in undertaking research studies. Panellists will be profiled on a wide range of products and services categories, allowing the selection of the most relevant sample for each survey.

David Day, CEO Europe for Lightspeed Research said, "We are delighted to be launching these two new consumer research panels in Austria and Belgium. The demand for high quality online market research panels continues to grow and we believe these two markets are of strategic importance for our European business. With the addition of the Republic of Ireland and Switzerland shortly, we shall have 11 panels across Europe."

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About Lightspeed Research

Lightspeed Research is a global interactive data solutions provider delivering market research results through global panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling — supporting studies that range in scope and complexity across most industry sectors. The company operates panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more. Lightspeed Research is a member of Kantar and WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com.