



November 17, 2009

Toluna launches Toluna QuickSurveys™ in North America

QuickSurveys is an online self-service survey tool providing access to consumer opinions quickly and cost-effectively

Toluna, the world's leading online research panel and survey technology provider, today announced the launch of 'Toluna QuickSurveys' an online self-service tool that enables organizations to create their own survey of up to 5 questions, launch it live to Toluna's online panel community of 3.7 million consumer and business professionals and receive up to 2,000 responses within hours.

Toluna QuickSurveys is an on-demand solution that provides the ability to run short targeted surveys at a fraction of the price of traditional online market research. When a survey is created it automatically appears live on targeted specific areas of www.toluna.com – a global community site that provides a forum where over 3.7 million members interact and poll each other on a broad range of topics. In addition, Toluna QuickSurveys can supply a nationally representative view of a survey's results via a weighting process based on age, gender, and region.

This new development provides businesses of any size a simple-to-use, self-service environment for launching surveys. Business users can sign up, launch and monitor the results of a QuickSurvey at any time of the day or night and then drill down into the data for more targeted analysis.

Toluna QuickSurveys was first launched in Europe in November 2008 and is now available in 8 countries worldwide including UK, France, Germany, Netherlands, Spain, Italy, USA and Canada.

Frédéric-Charles Petit, CEO and Founder of Toluna, said: "Following the success of Toluna QuickSurveys in Europe, I am now thrilled to announce the launch this product in North America. I am convinced that this marks the beginning of a new era for online research. QuickSurveys are fast, easy, affordable and accessible by all. Toluna QuickSurveys offer a ground-breaking approach to online market research that harnesses the speed and accessibility of the Internet to provide customers with a fast, accurate and inexpensive service at a time when marketing budgets are coming under intense scrutiny and where access of information for any businesses is more critical than ever.

For more information about Toluna Quick Surveys click here <http://www.toluna-group.com/us/products/quicksurveys/>.

For a limited time only Toluna is offering a free trial of Toluna QuickSurveys. For more information about this offer please contact Janice Caston at 203-846-5741 or click here <http://www.toluna-group.com/us/get-in-touch/?completed=A4AB435B68EB8E6AD6B25C263C8118F9&docpage=> to have a representative get in touch with you.

Contacts

Janice Caston, AVP Global Marketing, 203-846-5741
Rachel Adams, Marketing Director, Europe, +44 (0) 20 3058 5000

About Us

Toluna is the world's leading independent online panel and survey technology provider to the global market research industry. The company provides online sample and survey technology solutions to the world's leading market research agencies, media agencies and corporations, from its 17 offices in Europe, North America and Asia Pacific. In 2009, Toluna welcomed Greenfield Online and Ciao Surveys into the group – complementing its traditional strengths in Europe and increasing its online sample and delivery capacity in the US, Canada and Asia Pacific.

Unlike other panel providers, Toluna has developed a unique online community approach to the management of its panels. Through the use of web 2.0-based technology it has created the world's first social voting community site toluna.com, focusing on maximising panellist engagement to offer increased survey responsiveness and data reliability to its clients.

In addition Toluna is enabling organisations to generate valuable customer insight by creating, hosting and managing their own online communities using its software as a service community management solution; PanelPortal <<http://www.toluna-group.com/en/software/panel-community/the-solution/>>. Toluna's portfolio of research technology solutions also include QuickSurveys <<http://www.toluna.com/quicksurveys>> - an online self-service tool that enables you to ask 1-5 questions and receive 1,000 responses in a few hours, Interactive Voice Recognition, mobile survey capabilities and BrandSpector a new approach to measuring the efficiency and effectiveness of online advertising campaigns using Toluna's online panel.