



## Greenfield Online Launches Asia-Pacific Suite of Omnibus Survey Products

WILTON, Conn., Jan 10, 2008 (BUSINESS WIRE) -- Greenfield Online, Inc., (Nasdaq: SRVY) a leading provider of Internet data collection and comparison shopping services, today announced the launch of a suite of Asia-Pacific Internet omnibus products for the Japanese, Chinese, Indian and Australian markets. These omnibus products run weekly and survey approximately 500 demographically balanced panelists in each represented country across the Asia-Pacific region. This new service expands our omnibus product line into a new geographic region, enabling clients worldwide to quickly gather valuable information.

"These new Omnibus products help Greenfield-Ciao deliver incremental value to local clients based in Asia-Pacific as well as customers around the world," stated Al Angrisani, President and Chief Executive Officer of Greenfield Online, Inc. "Now clients can field multi-country Omnibus studies across the globe - from the US to Europe to Asia-Pacific - all via one study and through the world's leading Internet survey solutions provider."

"The Greenfield-Ciao omnibus provides our clients with new, cost-effective access to quick-turnaround research results from respondents across select countries in Asia-Pacific without having to compromise on quality," stated Andy Ellis, Managing Director Asia-Pacific. "With this product suite, our clients can grow their business by offering quick turn, incremental marketing research services to their clients, including concept testing, attitude and usage testing, and trend analysis."

As an example of the multi-country data gathering power of the Greenfield Online-Ciao Surveys Omnibus, a recent omnibus study across Asia-Pacific revealed that among 500 Japanese respondents, 87% surveyed own both a mobile phone and a landline phone, while 6% said they only have a mobile phone and 7% only have a landline. In India, among more than 500 respondents 84% indicated they own both a mobile and a landline, while 12% own just a mobile phone and 4% only have a landline. In China, among more than 1,000 respondents surveyed, 61% indicated they own both a mobile and a landline phone; while 18% possess just a mobile phone and 13% rely on only a landline phone and 8% have no phone at all.

Omnibus studies are census representative studies balanced by age and gender. Greenfield Online-Ciao Surveys offers a full suite of omnibus products that enable our clients to conduct fast-turn, cost-effective research with high-quality samples. This shared cost study is an effective means to gather quick feedback from an Internet-representative, or Census-representative audience, as well as Primary Grocery Shoppers. Data from omnibus studies can be received within three business days in North America and within seven business days in Europe and Asia-Pacific.

For more information about Greenfield Online-Ciao Surveys omnibus products, click here, <http://www.greenfield.com/methodologies.htm#omnibus>. In language websites can be accessed at: <http://www.greenfield-ciaosurveys.cn/>

<http://www.greenfield-ciaosurveys.jp/>

<http://www.greenfield-ciaosurveys.kr/>

About Greenfield Online, Inc.

Greenfield Online, Inc. is a global interactive media and services company that collects consumer attitudes about products and services, enabling consumers to reach informed purchasing decisions about the products and services they want to buy; and helping companies better understand their customer in order to formulate effective product marketing strategies. Proprietary, innovative technology enables us to collect these opinions quickly and accurately, and to organize them into actionable form. For more information, visit [www.greenfield.com](http://www.greenfield.com). Through our Ciao comparison shopping portals we gather unique and valuable user-generated content in the form of product and merchant reviews. Visitors to our Ciao portals use these reviews to help make purchasing decisions and we derive revenue from this Internet traffic via e-commerce, merchant referrals, click-throughs, and advertising sales. For more information, visit <http://www.ciao-group.com>. Through our Greenfield Online and Ciao Surveys websites and affiliate networks, we collect, organize and sell consumer opinions in the form of survey responses to marketing research companies and companies worldwide. For more information, visit [www.greenfield-ciaosurveys.com](http://www.greenfield-ciaosurveys.com).

Cautionary Note Regarding Forward Looking Statements.

Certain statements contained in this press release constitute forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by terminology such as, "may," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "potential,"

"continue," or the negative of these terms or other comparable terminology. We have based these forward-looking statements largely on our current expectations and projections about our business operations, future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs but they involve a number of risks and uncertainties that could cause actual results to differ materially from those in the forward looking statements. Such risks and uncertainties include, without limitation, risks factors detailed in the "Risk Factors" section of our Annual Reports on Form 10-K and each subsequent Quarterly Report on Form 10-Q that we file with the Securities and Exchange Commission and which are available at <http://www.sec.gov> and under the Investor Relations section of our corporate website at [www.greenfield.com](http://www.greenfield.com). You are urged to consider these factors carefully in evaluating the forward-looking statements herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by this cautionary statement. The forward-looking statements made herein speak only as of the date of this press release and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

SOURCE: Greenfield Online, Inc.

Greenfield Online  
Cynthia Brockhoff, 203-846-5772  
Vice President - Investor Relations  
[Cbrockhoff@greenfield.com](mailto:Cbrockhoff@greenfield.com)

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