



Greenfield Online and infoUSA Partner to Introduce Small Business Panel of North American B2B Decision Makers

WILTON, Conn. & OMAHA, Neb., Jan 16, 2008 (BUSINESS WIRE) -- Greenfield Online, Inc., (Nasdaq:SRVY) a leading provider of Internet data collection and comparison shopping services, and infoUSA (Nasdaq:IUSA), the leading provider of proprietary business and consumer databases, sales leads, direct marketing, and email marketing, today announced an agreement to develop a validated panel of small business decision makers. Powered by infoUSA data, the panel, which will be known as "infoUSA Small Business Trendsetters," will give B2B product and service providers un-matched insight into the valuable opinions of small business to business decision makers and small business owners across the United States.

"Greenfield Online continues to focus on expanding our product offerings to meet customer demand, and we are pleased to partner with an industry leader like infoUSA to create a high quality telephone-validated source of B2B supply," stated Albert Angrisani, President and Chief Executive Officer. "This new relationship is part of our strategy to help us grow our B2B practice and deliver high quality B2B data collection services to our clients."

Greenfield Online will utilize its relationship with infoUSA to creatively source telephone-validated online B2B respondents from the company's large resource of proprietary B2B databases. With this agreement, infoUSA will work with Greenfield Online to create an online panel of small business trendsetters by leveraging its extensive proprietary database of 14 Million U.S. businesses and executives. All of the members of this small business trendsetter panel developed by infoUSA and Greenfield Online will be validated by infoUSA data specialists who make over 20 million phone calls each year to verify company information.

"We are pleased to partner with the industry's market leader in online data collection to build a world class small business respondent community," stated Vin Gupta, Chairman and CEO of infoUSA. "The demand for small business market intelligence is growing and we believe this new relationship will be a great opportunity for both companies."

"Feedback from our B2B Advisory Board was to focus our efforts on obtaining the highest quality respondents possible from valid B2B sources," stated Sandy Casey, Vice President of Business to Business. "We are excited to be able to offer our clients the opportunity to access this new source of telephone-validated B2B respondents through Greenfield Online."

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. 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 or to become a member, 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. To take a survey, go to www.greenfieldonline.com.

About infoUSA

infoUSA (www.infoUSA.com), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. Content is the essential ingredient in every marketing program, and infoUSA has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The infoUSA database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use infoUSA's products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. infoUSA headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click www.infousa.com. To get a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.

Statements in this announcement other than historical data and information constitute forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking

statements. The potential risks and uncertainties include, but are not limited to, recent changes in senior management, the successful integration of recent and future acquisitions, fluctuations in operating results, failure to successfully carry out our Internet strategy or to grow our Internet revenue, effects of leverage, changes in technology and increased competition. More information about potential factors that could affect the company's business and financial results is included in the company's filings with the Securities and Exchange Commission.

SOURCE: infoUSA

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