



Greenfield Online Partners with RelevantView®

RelevantID™ Digital Fingerprinting Technology to Be Incorporated into Duplicate Respondent Detection™ Technology

RelevantID™ Digital Fingerprinting Technology to Be Incorporated into Duplicate Respondent Detection™ Technology

Wilton, CT, June 26, 2008 - Greenfield Online, Inc., (Nasdaq: SRVY) today announced the use of third party technology to further help ensure the efficacy of our patent pending Duplicate Response Detection™ (DRD) technology. To underscore the importance Greenfield Online/Ciao Surveys places on data quality, the company plans to absorb the costs for these new capabilities and is offering its DRD technology and RelevantID™ as a free service to its clients.

"We are committed to continuing to develop technologies that help improve the data quality we deliver to our clients," stated Hugh Davis, Executive Vice President and Co-Founder of Greenfield Online. "We are pleased to partner with RelevantView to deliver the added benefits of another layer of independent, third party validation through the RelevantID service. As a leading data collection provider worldwide, we believe we have a responsibility to our clients to deliver the highest level of data quality and protection possible."

Duplicate Response Detection™ technology was designed to help ensure the continued high quality flow of unique respondents across multiple respondent channels, as well as to address what has clearly become a major industry initiative focused on respondent quality. Greenfield Online's DRD technology assigns all respondents with a unique, global ID that becomes resident on their PC. This ID stays with the respondent over time and groups all accounts for that respondent into a single respondent ID. Each time the respondent begins a survey; DRD checks his or her ID to determine prior participation. If this check indicates prior participation, that respondent is prevented from participating in that particular survey.

RelevantID is a service that leverages RelevantView's proprietary, digital fingerprinting technology to gather a large number of data points from the respondent's computer while using Artificial Intelligence (AI) to assign a relative weight to each data point. Data points that personally identify users are not collected. We will assess every respondent using this process, ensuring that Greenfield Online/Ciao Surveys delivers a set of unique completes to its clients for each survey project.

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 RelevantView

RelevantView is a leading technology provider of Web-based market research solutions, serving market research firms, advertising agencies, Website design firms, usability professionals and Website owners around the world. RelevantID incorporates proprietary technology for both digital fingerprinting and watermarking to identify unique respondents. More information about RelevantView, its product/services and clients can be found on the company's website www.relevantview.com. For information about RelevantID visit www.relevantid.com.

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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. These statements include, without limitation, statements regarding our Duplicate Response Detection technology and its ability to completely prevent a respondent a single respondent from taking a particular survey more than one time, statements regarding our ability to deliver a continued higher quality flow of unique respondents, as well as predictions relating to our future financial performance; in addition to other statements relating to our future operations, services and products. 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 related to our ability to secure full patent protection for our Duplicate Response Detection technology, risks related to whether or not our Duplicate Response Detection Technology is able to completely prevent a respondent from taking a survey more than one time, and risks related to our ability to continue to deliver a higher quality flow of unique respondents for our clients' surveys, as well as other important 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. 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/ presentation] and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.