



Greenfield Online Completes Transition to One Global Survey Platform for its Worldwide Survey Projects

Unified Panel System Now Processing Survey Projects for Greenfield Online/Ciao Surveys Clients in North America, Europe and Asia

WILTON, Conn., Jul 10, 2008 (BUSINESS WIRE) -- Greenfield Online, Inc., (Nasdaq: SRVY) today announced that its Internet survey solutions business has completed the transition to one global survey platform for managing its panels and processing its clients survey projects in North America, Europe and Asia, considerably improving the company's ability to meet clients' project delivery requirements worldwide.

First launched in North America in 2006, the Unified Panel System (UPS) manages the Greenfield Online/Ciao Surveys' worldwide panel databases, its Real-Time Sampling(R) capability and processes the company's global survey projects; all on a single technology platform.

"The transition to one global survey platform represents the final and full operational and technical integration of the Greenfield Online and Ciao Surveys businesses, and we are proud and excited to announce the completion of this massive project," said Albert Angrisani, President and Chief Executive Officer. "Our world class UPS technology platform has not only helped us improve our data quality, but with this worldwide implementation, we can now deliver survey projects to clients based anywhere in the world off one global platform.

Continued Angrisani, "It is a credit to efforts put forth by the hard-working teams of David St. Pierre, Global Chief Technology Officer, Hugh Davis, Executive Vice President and Co-Founder, and Alberto Abisso, Managing Director, Ciao Surveys that we are now able to extend incremental technology benefits to our worldwide clients."

Greenfield Online/Ciao Surveys' UPS platform has enabled the company to better optimize its survey production capabilities across all sample sources, including its worldwide panels, as well as non-panel sample sources such as Real-Time Sampling, while closely monitoring operational processes, survey feasibility and panel capacity. This latest release also includes the company's recently launched patent pending Duplicate Response Detection(TM) technology.

Commented Alberto Abisso, Ciao Surveys' Managing Director: "With UPS, our clients benefit from our improved global capabilities to execute international and multi-country projects from one unified survey platform worldwide that manages not just our panels, but other respondent supply sources as well. Additionally, with the ability to more closely monitor our survey processes and capacity, we expect to improve project cycle times to better meet client delivery requirements."

With UPS, the company has improved its ability to capture numerous member profiles, produce more targeted samples, and streamline its sampling process. In addition, UPS offers the company the ability to perform real-time analysis of project feasibility so that project directors can more efficiently schedule project delivery.

In closing, David St. Pierre, Global Chief Technology Officer, said: "Our goals were to develop a platform that would help us more efficiently manage our global survey business and improve client satisfaction, as well as deliver competitive advantage for Greenfield Online/Ciao Surveys through advanced technological capabilities. I am proud to say that our engineering team met our objectives."

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.

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 Unified Panel System technology and its ability to help us better meet client project delivery requirements, better optimize our survey production capabilities across all sample sources, improve our ability to capture member profiles, produce more targeted samples, streamline our sampling process, perform real-time analysis of project feasibility in order to more efficiently schedule project delivery; 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 consistently meet client project delivery requirements, optimize survey production capabilities across all sample sources, capture member profiles, produce more targeted samples, streamlining our sampling process and perform real-time analysis of project feasibility so that we can more efficiently schedule project delivery, , 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.

SOURCE: Greenfield Online, Inc.

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