

PRESS RELEASE

New Mobile Phone Omnibus OmNow™ Delivers Results within Four Hours

OnePoint Surveys and Dipsticks Research Launch OmNow™

June 2008 - OnePoint Surveys, specialists in mobile surveys, have partnered with market research agency Dipsticks Research to launch OmNow. OmNow is the first nationally representative mobile omnibus to deliver results within four hours, provide real-time access to survey responses and use both SMS and WAP mobile phone technology.

Neil Jessop, Managing Director, OnePoint Surveys said, "OmNow is a real first. The combination of OnePoint's cutting-edge mobile survey technology fused with the research and panel expertise at Dipsticks Research provides researchers with a powerful and cost-effective omnibus tool." He continued, "By utilising the mobile phone, OmNow produces accurate and insightful responses - both qualitative and quantitative - within four hours, which is significantly faster than other methodologies, and other omnibus services."

Respondents favour the mobile phone as a way of communicating providing responses at a time and place that is convenient to them. This provides unparalleled access where other methodologies simply wouldn't make sense. Traditional methodologies rely heavily on recall-based techniques which can often paint a different picture to the currency of SMS and WAP elicited responses.

OmNow allows researchers to keep their finger on the pulse, and in a non-intrusive way which was the reason that Titan Outdoor, the fastest growing Out of Home media company in the world, recently utilised OmNow for their client, a major food brand. Titan sought to measure penetration and awareness of a series of advertising campaigns across the rail network as well as assess consumer awareness of its own brand in this space.

Joe Hall, Head of Insight at Titan Outdoor said: "We saw a benefit to choosing mobile phone research for a project that had a very tight turnaround and where we were lacking some crucial research findings only two days before our deadline. The speed of deployment and turnaround of results using the OmNow service was staggering and provided us with the perfect solution to obtain a UK nationally representative snapshot at the 11th hour. OmNow delivers great value for money with outstanding service and turnaround, so we'll definitely be engaging their services to complement our existing research techniques."

OmNow results can be viewed, downloaded and exported in real-time, through a secure web portal, aiding unprecedented project turn-around times. Surveys are not limited to pre-coded text-only content, but instead offer open questions, and visual stimulus in addition to traditional closed questions that are the trademark of SMS-only delivery.

Angus Webb, Technical Director, Dipsticks Research added, "We are delighted to partner with OnePoint Surveys and bring OmNow to the research world. Our collective passion to deliver research tools that leverage consumer insight, within timescales that are a revelation to our clients, provides a compelling back-drop for OmNow."

More information about OmNow, including case studies, can be found at www.omnow.co.uk

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About one point Surveys

OnePoint was established in December 2005 to change the face of feedback and launched summer 2007 following more than 10 man years of development. OnePoints' patent-pending mobile surveys are the ultimate feedback solution and are already taking the market by storm. The technology enables anyone to get real-time feedback from recipients' mobile phones about any subject anywhere in the world at anytime. OnePoint works with all types of businesses including global and pan-European research and marketing organisations as well as educational establishments. More information about OnePoint Mobile surveys can be found at www.onepointsurveys.com

About Dipsticks Research

Dipsticks Research, founded in 1997, is a full-service market research agency that specialises in media and marketing communications research. Dipsticks provide bespoke solutions to the biggest media brands in the UK and Europe, using cutting edge technology and advanced research techniques. Executing all stages of a project in-house, research is undertaken quickly and efficiently. Dipsticks Research is a member of the Market Research Society Company Partner scheme and has held BS EN ISO 9000:2001 accreditation since 2002.

www.dipsticksresearch.com