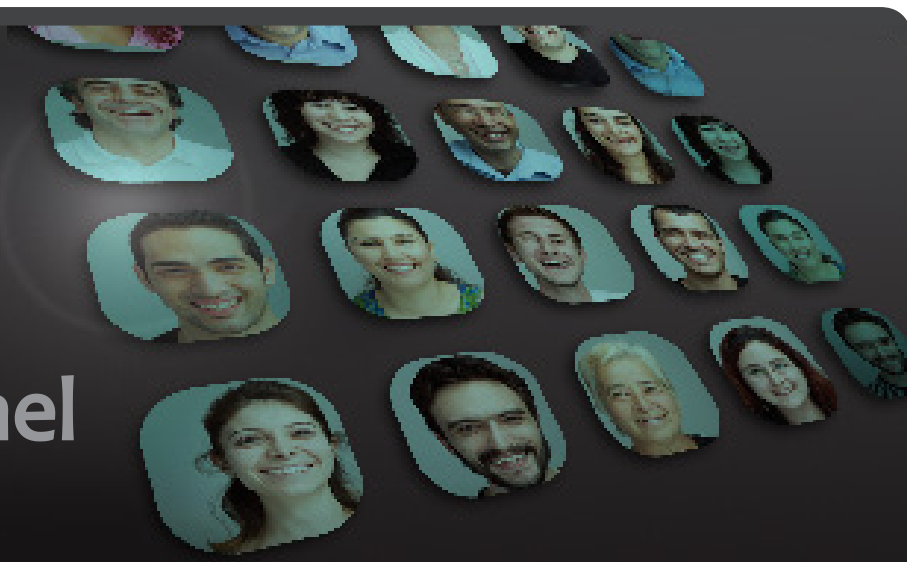


MICROPANEL

THE SURVEY ANALYTICS PANEL NETWORK

A Survey Analytics Production



MicroPanel Overview

- > Designed for companies interested in developing, managing and monetizing custom online panels, by eliminating the burden of software licensing fees and development costs
- > A network of specialty panels developed by high profile organizations with access to large number of respondents in low incidence verticals:
 - Health
 - IT
 - Mobile
 - Beverage
 - Ethnic & International
- > Provides partners FREE access to Survey Analytics' comprehensive MR software solution for panel development and management
- > Generate revenue by selling panel access to Survey Analytics' existing clientele base of more than 850K customers
- > Partners have access to other specialty panels through the MicroPanel network at a discounted price
- > Eliminate price war by selling sample directly to exclusive research buyers, which reduces respondent fatigue and improves panel health



"SurveyAnalytics gives Ziff Davis Enterprise Research what we need to focus on the research and not the process. When

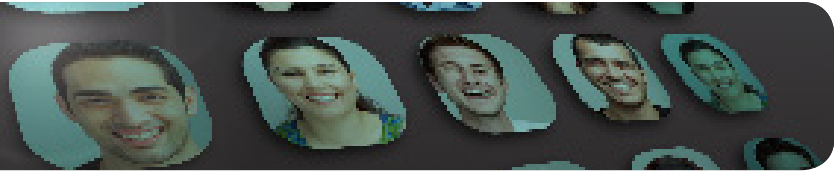
we need rapid survey deployment, SurveyAnalytics' well-designed interface, smart programming tools, excellent online documentation, and responsive customer service help us get the job done, so our customers get what they need, faster."

Guy Currier
Executive Director, Research,
Ziff Davis Enterprise



MicroPanel Features

- > Community portal for panel registration and profile management
- > Panel engagement tools (quick polls, message boards, respondent engagement)
- > Advance sampling solution
- > Unified platform – Surveys, reports, analytics and panel management.
- > Data delivery & online reporting facility
- > Custom reward solution – points, cash, drawings, PayPal



Revenue Potential

- > Estimated panel size – 100K active members
- > Cost per completed surveys for specialty panels /\$10-\$35
- > 2-5 projects per week
- > 200 – 1000 completed surveys
- > 30K – 70K/Month
- > Estimated revenue – 1 million/Year

Revenue Sharing – 70/30 Split

The Partnership Agreement implies that both parties agree to share all Net Revenues derived from Sample Projects administered by Survey Analytics or the Partner without reduction for any purpose, in the following proportions:

- > Survey Analytics – Agrees to pay the partner 30% of sample sales revenue when using the Partner’s panel for Sample Projects, as shown in the table below.
- > Partner – Shall pay Survey Analytics 30% of sample sales revenue for any sample projects conducted with the Partner’s panel.

Net Revenue shall be based only upon how many Users complete a Survey, not the entire client project (i.e., Partner will not share in revenues derived from users who are not a member of the Partner’s panel, even if they participate in the same client project).

In the interests of certainty, and for the avoidance of doubt, Survey Analytics shall be responsible for paying all costs and expenses paid or incurred in connection with the Program from its share of the Gross Revenues, including without limitation the costs of hosting and managing the sample project, paying compensation to Users and reporting, and Partner will be responsible for no part of such costs and expenses. Conversely, the Partner is responsible for paying all costs associated with project management administered by the Partner’s panel.

# OF SURVEYS	CPI	INCENTIVE	NET SALES	30% SHARE
1000	\$10	\$1	\$9,000	\$2,700



“The team at Survey Analytics and MicroPanel are the best in the business. We chose the Survey Analytics platform at

Peanut Labs because of its robust technology and capabilities. Recently, I have been researching Panel Management platforms as a consultant for a number of companies, and Micro Panel is hands down the most well thought out platform in the market today. I am recommending it to all of my clients.

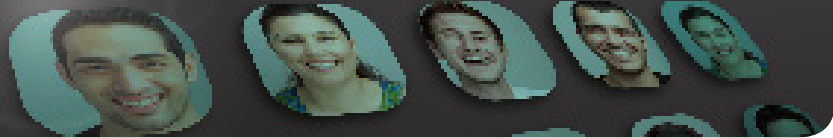
Sean Case
 Founder, Kenzie Strategies Inc.
 (Former SVP at Peanut Labs)

Case Study — Real Opinions

- > Middle eastern panel – 100K members
- > Panel population – Yemen, Saudi Arabia, Greece, Jordan, etc.
- > Surveys are deployed in both English and Arabic
- > Over 2000 surveys completed monthly with b2c and b2b audiences
- > Projected panel growth – 400K by FY 2011
- > No development cost

Case Study – Sponge IT

- > Ireland panel – 15K members
- > Over 35% participation rate
- > Exclusive Ireland Panel
- > Additional revenue stream overnight
- > No infrastructure costs



The Survey Analytics Panel Network

Survey Analytics prides itself in building a community of highly qualified and highly responsive panelists that accurately represent the general population. Using a variety of high level recruitment methods, we attract the right respondents to participate in your research study.

Quality

Too many research panels are plagued by respondent fatigue, and the proliferation of “professional survey takers” which can greatly skew respondent data, damaging the integrity of research results. MicroPanel, however, is uniquely characterized by 3 attributes essential for extracting a quality sample:

Depth

MicroPanel provides access to an ever-expanding universe of research participants—each member selected according to the strictest recruitment standards.

- Access to US and international respondents to accommodate a broad spectrum of research needs
- Access to over 5 million members, who must each provide geographic, demographic, sociographic and psychographic information, accounting for over 300 data points

PURITY

We perform ongoing maintenance to maintain the integrity of our panels and ensure that they are not contaminated by issues such as participant bias or fatigue. To this end, we implement the following measures:

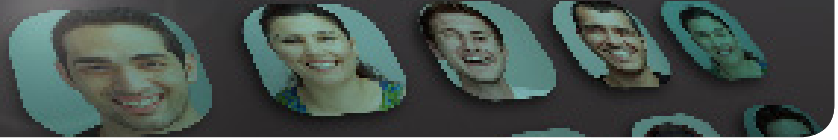
On-going recruitment of new members

- Continuous refreshment of member’s profile
- Selective survey invitation, to ensure that existing members only participate in surveys relevant to them. Thus, preventing the “survey invitation overkill.”

RELIABILITY

We actively recruit individuals who not only satisfy the given criteria, but who are most likely to participate in surveys or other research activities, and ultimately to provide valuable data that translates into actionable results.

- Impressive response and completion rate
- High retention rate—minimal attrition
- Participation control
- Members are quarantined after every survey to prevent professional respondents, bias, and respondent fatigue.
- Members are prevented from participating in multiple surveys simultaneously.



The Survey Analytics Panel Network

Consumer Panel (B2C)

Our business-to-consumer panel represents a cross-section of the US population. This panel is comprised of general consumers whose experiences and opinions provide insight that aids in the development of strong products and services targeted at the general population.

The consumer panel is recruited and balanced to the specifications of US census data. Extensive profile data is collected on each member, accounting for over 300 data points.

Key profile dimensions:

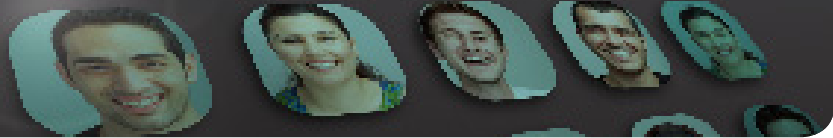
- Gender, Age, Marital Status, Address, Country, Race, Head of household, Income, Car ownership, Children living at home
- Personal Interest
- Medical ailments
- Car ownership
- Employment
- Leisure
- Financial activities
- Home Technology
- Information technology

B2B Panel

The B2B panel represents a rich sample of business professionals. These are hard-to-reach executives, decision makers and influencers who provide key insight into their organizations and industry experience. In turn, this insight supports the development of solid industry related products.

Key profile dimensions:

- Job title
- Industry
- Company size
- Company revenue
- Purchasing involvement
- Number of direct and indirect reports



The Survey Analytics Panel Network

Specialty Panels

Our specialty panel is a subset of the MicroPanel network and comprises of members who share certain interests or characteristics. Extensive profile information is collected on each member, providing you with a breadth of information on hard to reach target audiences and low incidence populations.

MicroPanel currently provides access to the following specialty panels:

- Health
- Automotive
- Technology
- Leisure & Recreation
- Ethnic
- Generation Y
- Gamers
- Shoppers

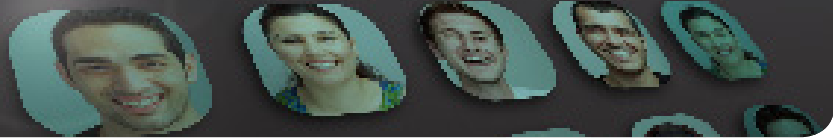
Panel Recruitment

At the forefront of quality research lies the acquisition of quality sample. Our recruitment methodology involves a variety of recruiting options, sample selected and analyzed to the specifications of the client. As a result, we're able to provide our clients optimum data quality.

Our panel network consists of more than 5 million active respondents, pre-screened, who have double opted-in to participate in a variety of research studies. Extensive panel profiling consists of over 300 data points collected on each member, which provides our clients with the ability to select richer samples.

Respondents are recruited to join the panel through the following techniques:

- Multi-mode recruiting – Using our own recruiting network to invite respondents to join our proprietary panel.
- Panel partnership – For those hard to reach population, we partner with other trusted channels, giving us access to millions of consumers online and offline.
- Targeted advertisement (online and offline)



The Survey Analytics Panel Network

Panel Health

The Online research industry continues to grow at a rapid rate. While this is good news for research firms and sample providers, one of the major problems that continue to plague the industry is sample quality.

Survey Analytics understands that constant panel maintenance is necessary, in order to eliminate professional respondents and preserve panel quality. Through our uniformed panel and sampling management system, we employ a number of quality assurance measures to eliminate bias, respondent fatigue and reduce attrition rate.

Our panel management platform is equipped with the following solutions:

- Complex demographic sample selection.
- Real time sample verification.
- Ability to populate existing survey data directly into the panel management software, allowing for a richer sample.
- Ability to conduct cross-tab analysis on each sample selected.
- Each sample definition is saved for re-use.
- Built in contact management (to ensure that panelists are not over-sampled).
- Ability to define resting period following each interview (panelists can be quarantined for a fixed period or set to different lengths, based on project types).
- Sample can be selected based on response rate for particular projects.

Survey Analytics is dedicated to facilitating its clients with the highest quality of online data collection, through our proprietary panel and partnership with a number of reputable panel providers who adhere to the same standards uphold by Survey Analytics. Our panel network is composed of more than 5 million active members around the globe who are double opted-in, pre-screened and highly qualified to participate in a variety of research studies of any level of specificity.

Our industry experience gives us an unparalleled advantage to offer innovative tools and industry knowledge needed to tailor sampling and data collection solutions to meet the most stringent demands of our clients.

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



SURVEY ANALYTICS

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