



For Immediate Release

United Sample Records Triple-Digit Sales Increase Over
Previous Year; Proprietary Panel Surpasses 1 Million
Active Online Survey Participants

*Online Sample Company Expands to 70 Team Members,
Continues Development of Innovative Technology Platform;
Growth Attributed to Robust Technology, Creative Recruitment*

ENCINO, Calif. (Nov. 4, 2009) – United Sample™ (www.UnitedSample.com) today announced a triple-digit increase in sales for the last six months, when compared with the same period in 2008. The company has expanded to 70 team members, and continues to develop its innovative technology platform designed to provide online panel and precision targeting of panelists for the market research community.

United Sample also said its proprietary online panel has surpassed 1 million active, registered survey panelists, and continues to grow at a rapid rate with 5,000 people registering to join the online panel every day. The level of member activity remains high, with more than 50,000 visits daily to United Sample's survey website.

United Sample attributes its rapid growth to its innovative technology, commitment to full-scale transparency, high-quality panelists and a team known for sample innovation.

"We combine a robust technology platform with a creative recruitment strategy, to be able to engage panelists across any niche demographic, from just about anywhere in the world," said Matt Dusig, co-founder and CEO of United Sample. "Our approach has helped us grow quickly and rocket to a strategic position in supplying market research companies with quality online panel. We are penetrating niche markets with strategic partnerships that give us access to hard-to-reach respondents."

Last month, United Sample announced key additions to its executive, new business development and sales teams – bringing additional technology, strategic partnership and online panel recruitment expertise to the fast-growing online sample company. In addition to its Los Angeles headquarters, United Sample has offices in San Francisco, London and India.

“Today’s technology-driven world requires a team with a new vision for online sample,” said Gregg Lavin, co-founder and President. “The latest additions to the team are experienced leaders who believe in our technology vision and the ability to improve this industry.”

United Sample’s innovative approach to technology has resulted in producing such proprietary solutions as “branded online panels,” and a web platform for managing data quality across multiple sample sources – validating the quality and accuracy of online data.

Since its launch in March 2008, United Sample has built a global proprietary panel with registered participants from North America, South America, Europe, Australia, Asia and Africa. Top segments include automotive, B2B, entertainment, financial services, food & beverage, healthcare, information technology, telecommunications, travel and youth.

About United Sample

United Sample (www.UnitedSample.com) is one of the world’s most innovative online market research panel companies. The global company provides survey panelists for use in market research. United Sample’s deep well of proprietary technology helps eliminate fraudulent, professional and duplicate survey takers, while its creative approach to recruiting hard-to-reach groups gives market researchers access to highly responsive panelists across any niche demographic, from just about anywhere in the world. Founded in 2008, United Sample has 70 team members worldwide and more than one million global market research panelists. Established by the creators of the renowned goZing online panel, United Sample is based in Los Angeles, with offices in India, London and San Francisco.

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