



Press release

July 28th, 2008

Globalpark® announces partnership with RelevantView® to ensure sample quality

Industry-leading digital-watermarking technology, RelevantID, deployed within global user base

NEW YORK, NY – Globalpark, a world-leader in survey software for online market research and human-resource management, announced today a technology partnership with RelevantView wherein RelevantID™, a platform for certifying that the data collected by organizations is high-quality, reliable and free of suspect respondents, will be accessible to users of EFS-Panel and EFS-Survey. As a result of this partnership, more than 1,000 customers will have access to RelevantID including Continental, Daimler, Lufthansa, Deutsche Telekom, General Mills, the GfK Group, Siemens, SurveyU, Warner Music, The World Bank and Wrigley.

"Globalpark has been focused on data quality since our inception and our customers recognize sample quality as a critical issue." said Lorenz Graef, CEO of Globalpark AG, adding, "Our platform is used by hundreds of research agencies and corporations to support strategic investments in markets, processes and people and we're pleased to be able to offer RelevantID as a means to prevent fraudulent response from undermining the integrity of their decisions."

"RelevantID is rapidly becoming the de facto standard within the market research industry and by partnering with Globalpark we are able to extend the reach of our sophisticated, next-generation approach to all those who are using Globalpark's tools." said Marshall Harrison, CEO of RelevantView.

"Globalpark has been actively vetting respondent quality initiatives and technologies over the past year" commented Dan Coates, President of Globalpark's US efforts, "RelevantID was clearly superior based on their rapid and flexible deployment, breadth of features, simplified pricing model and the absence of any conflicting business operations that would compete or conflict with our customers."

About GLOBALPARK:

Globalpark, headquartered near Cologne and with offices in London, New York and Vienna, is one of the leading international suppliers of online feedback software for market research, human resources, marketing and customer-relations management. Within the German-speaking world, Globalpark is the market leader in these fields. More than 1,000 satisfied clients worldwide use Globalpark software.

Further information on Globalpark can be found at www.globalpark.com

About RELEVANTVIEW:

RelevantView is a leading provider of Web-based market research solutions, serving market research firms, advertising agencies, Website design firms, usability professionals and Website owners around the world. RelevantView's clients include GfK, BBDO, MTV Networks, T.Rowe Price, Hewlett Packard, Human Factors International, Agilent Technologies and Greenfield Online. RelevantView's proprietary ActiveSandbox® technology is used to track behavior on websites for Usability Testing.

For more information visit: <http://www.relevantview.com>

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