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Harris Interactive Selects RelevantView[®] to Provide Duplicate Respondent Screening Technology

Internationally recognized market research firm employs RelevantID[®] digital fingerprinting to ensure panel integrity

New York, N.Y. — December 2, 2009 — Harris Interactive[®] (Nasdaq: HPOL), a leading global custom market research firm, today announced a technology partnership with RelevantView to further commit to the highest possible security standards in online survey research. RelevantView offers a digital fingerprinting solution, RelevantID that – in conjunction with our proprietary measures – enables Harris to better detect and eliminate duplicate or fraudulent online survey activities.

“This relationship supports Harris Interactive’s commitment to panel integrity and complements our existing internal measures,” said Neil Phillips, Head of Global Panel Services at Harris Interactive. “With millions of panelists, it is paramount that we stay at the forefront of delivering dependable and accurate global panel resources to our clients.”

RelevantID examines a wide number of data points from respondents’ computers and uses proprietary algorithms to assign each respondent a unique ID called a digital fingerprint, the data is encrypted to ensure a participant’s privacy. The fingerprint is used to block a respondent from taking a survey a second time. The process is fully compliant with the standards of conduct issued by major marketing research associations.

“RelevantID is the most widely adopted solution for digital fingerprinting in the Market Research industry,” said Marshall Harrison, Founder and CEO of RelevantView. “We’re very pleased to be partnering with Harris Interactive and to be extending the reach of our next-generation technology to all of their clients.”

About RelevantView

RelevantView is a leading provider of Web-based market research solutions, serving market research firms, advertising agencies, Web site design firms, usability professionals, and Web site owners around the world. RelevantID is a sophisticated, next-generation approach to assuring and certifying the data collected by organizations is high-quality, reliable, and free of suspect respondents. For more information please visit www.relevantview.com.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.