



Press release

Ipsos selects RelevantView® for digital fingerprinting technology - RelevantID® embraced as core component

Westport, CT, September 22, 2009 – Ipsos, a world-leader in survey-based research, has established a technology partnership with RelevantView and will utilize RelevantView's digital fingerprinting technology, RelevantID. RelevantID is the leading industry digital fingerprinting technology for certifying market research respondent data. The technology will be used to ensure the Ipsos panel is free of duplicate respondents.

"We are pleased to add RelevantID online technology to our existing tools supporting our ongoing focus of ensuring high quality online research. Our partnership with RelevantView promises to keep us in the forefront when it comes to delivering reliable and accurate global online market research solutions to our clients while protecting the privacy of our respondents" said Debra Santus, Ipsos SVP of NA Online Access Panels.

The RelevantID digital fingerprinting technology gathers a large number of data points from the respondent's computer. Data points that personally identify users are not collected. Through the use of proprietary algorithms these data points are analyzed resulting in a unique digital fingerprint. These data points are encrypted to ensure the participant's privacy. No information on the survey participant's PC is changed. This process is fully compliant with the standards of conduct issued by major marketing research associations.

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

About RELEVANTVIEW:

RelevantView is a leading provider of Web-based market research solutions. The company serves 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 that the data collected by organizations is high-quality, reliable, and free of suspect respondents. RelevantID can be custom-configured to suit specific client needs. Clients include Survey Sampling International, e-Rewards, Greenfield Online, GMI, Authentic Response and Harris Interactive.

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

About IPSOS:

Ipsos is one of the fastest growing market research companies in the U.S. and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services - guided by industry experts and bolstered by advanced analytics and methodologies - in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

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

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