

Fly Research acquires Q Research

Online research specialist adds mobile to its portfolio

London 2nd April 2009: Fly Research, the online research specialist, is delighted to announce its acquisition of Q Research for an undisclosed sum. Q Research team members Dr Liz Nelson, founder of Taylor Nelson becomes Chairman; Mike Penford, previously UK Managing Director of TNS, becomes a non- Executive Director and Liam Corcoran joins as Head of Mobile Insight. The two teams will come together in Fly's London headquarters.

Founded in 2005 and led by online research veterans Ian Davidson, Dave Waddell and Greg Ward, Fly Research is a rapidly expanding agency with a reputation for speed, innovation and expertise. The company's Directors believe that one of the key reasons for their impressive growth rate of 700% since they were established is a down to earth, flexible 'can do' approach with their clients, ensuring a high retention rate and repeat business.

Using its own proprietary online panel, MyVoice.co.uk, Fly Research delivers most projects within five days and a quarter of projects within 24 hours. This is ideal for the company's clients who include small to medium sized consultants, PR, advertising, research and marketing agencies as well as the BBC, Tesco, British Museum, eSure, Fairtrade Foundation, Guardian Media Group, Mars, Sainsbury's and Whitbread.

Q's mobile research platform is a perfect complement to Fly Research's online capabilities. The next stage of the acquisition will be to develop the UK's first nationally representative mobile panel, offering companies the ability to survey people 'in the moment' wherever they are, to reach traditionally unresponsive audiences, such as youth, and to enjoy rapid response rates.

Ian Davidson, Managing Director says "We believe the mobile research approach is excellent for our clients who trust us to deliver insight quickly and, in some

cases, in real time. Surveys delivered via mobile devices benefit from high response rates, fast turnaround times and excellent quality data. They also provide insight 'in the moment' as consumers interact with products and services wherever they happen to be.

We're extremely excited to be able to build on the considerable commercial, technical and operational expertise that Q Research has developed and we're thrilled to welcome such an august senior team to the company. We are glad to be at the forefront of this emerging research methodology."

Dr Liz Nelson, who joins as Chairman says "I believe this acquisition is nothing short of a perfect match. Our mobile technology will enable Fly Research to continue to evolve their offer and help their clients receive the high quality insight they expect within ever-more challenging deadlines."

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About Fly Research

Founded in 2005, Fly Research has developed a reputation for delivering results quickly and efficiently, with excellent service. The small senior team has on average 10 years experience in market research with specialisms in managing continuous panels, online research, survey design, data Dashboards, conjoint analysis and complex modeling. Founder and Managing Director Ian Davidson has worked in market research and marketing for 15 years in the UK, France, Germany and Spain at major companies including Nestle, Thomson Holidays and Priceline.com. He recruited one of the UK's first online research panels – MyVoice – in 2001.

With 25 years experience in the industry, Director Greg Ward MMRS is a regular speaker and commentator on research panels and advanced techniques. He was Managing Director of Brand Index at YouGov and MD at GMI where he established and managed European operations. Prior to that he established his own company Aquiduct to run online panels and provide in-depth analytics. A true research innovator, his early career was

spent at TNS and at AGB Research. For more information please see www.flyresearch.com.