

FOR IMMEDIATE RELEASE

eSPIN and United Sample Partner to Launch Surveys4Teens

UNITED SAMPLE TO POWER SURVEY PLATFORM FOR HEARST TEEN NETWORK'S ESPIN, INCLUDES EXISTING DATABASE OF 860,000 SURVEY-TAKERS AGES 13-17, AMONG THE BIGGEST ONLINE TEEN PANELS AVAILABLE

CHICAGO and ENCINO, Calif. (Aug. 18, 2009) – United Sample™ and eSPIN®, a subsidiary of Hearst Magazines Digital Media and a top entertainment/community network for teens and young adults, today launched the new www.Surveys4Teens.com, a vibrant community where teens can have a voice and earn rewards for sharing their thoughts, bringing some of the most valued – and most elusive – opinions within reach of companies and market researchers.

eSPIN.com's database currently includes more than 860,000 teens who have signed up to take surveys in exchange for rewards; now, teens can also sign up for the panel at www.Surveys4Teens.com. The online community will serve as a place to take surveys and share opinions.

United Sample (www.UnitedSample.com) provides quality online sample and target audiences for use in market research. With this exclusive partnership, United Sample will manage all facets of the Surveys4Teens community as well as its online panel. The company's robust technology will provide the backbone to recruit panelists and route them to the right surveys, while ensuring quality data and maintaining an engaged panel with compelling incentives.

"Teens are one of the most sought-after demographics for market researchers and with eSPIN's database, combined with our other panels, we have secured a panel of more than a million teens – one of the largest available to market research companies," said Gregg Lavin, United Sample co-founder and president. "Hearst and eSPIN are formidable forces in the world of teen publishing – we understand how to keep this community engaged and active and we know how to offer a survey experience that reinforces the member relationship with the brand while providing meaningful insight to researchers."

"eSPIN's members are active and ready to share their opinions with companies that want to know what's on the minds of teens today," said Matt Milner, vice president, social media for Hearst Magazines Digital Media. "United Sample is helping us utilize this valuable database, offering our members an intuitive experience."

United Sample offers private-label panel technology for website publishers, helping them generate revenue, grow their businesses, gain deep insight into their audiences and give their members a chance to make their opinions heard.

ABOUT UNITED SAMPLE

United Sample (www.UnitedSample.com) is one of the world's most innovative online sample companies. The company provides quality online sample 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 is growing at double-digit rates, with 55 employees worldwide, thousands of new panel registrants per day and 40,000 unique website visitors per day. Established by the creators of the renowned goZing online panel, United Sample is based in Encino, Calif.

ABOUT ESPIN

eSPIN.com®, owned by Hearst Magazines Digital Media, is a profile-based site that offers the old junior-high game with a modern twist. Designed with safety in mind (all youth submissions are screened to remove any personally identifiable information and inappropriate content before they can be posted), this is the premier way for gen-Y to connect, flirt and make new friends online. Launched in 2001, eSPIN has over 2,500,000 users and is growing rapidly. eSPIN is part of the Hearst Teen Network, which ranks as a top ten teen site, according to ComScore.

ABOUT SURVEYS4TEENS

Owned by Hearst Magazines Digital Media, Surveys4Teens is a standalone business entity designed to connect teens interested in speaking their mind with businesses interested in conducting online teen research.

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