

United Sample Partners with RedFlagDeals.com to Build Broad-Based Survey Panel of In-Demand Canadian Consumers

EXCLUSIVE PRIVATE-LABEL PANEL GIVES MARKET RESEARCHERS ACCESS TO CONSUMER OPINIONS FROM CANADA'S LEADING BARGAIN SHOPPING WEBSITE

TORONTO and MONTREUX, Switzerland (Sept. 15, 2009) – United Sample™ (www.UnitedSample.com) and Clear Sky Media today launched a new survey platform for the popular comparison shopping website and bargain hunting community RedFlagDeals.com.

United Sample made the announcement from the ESOMAR Congress 2009, a leading worldwide research industry conference, held in Montreux, Switzerland through September 18.

United Sample will be the exclusive provider of a private-label panel website – Surveys.RedFlagDeals.com – offering Canadian residents the opportunity to share their opinions, while giving market researchers access to a robust community of Canadian consumers ready to participate in surveys on a variety of topics.

Those registered with RedFlagDeals.com can sign up today to take surveys in exchange for cash rewards. United Sample's platform will pay the rewards in Canadian dollars through PayPal.

Visitors to RedFlagDeals.com are evenly split between male and female (49 percent/51 percent, respectively), and nearly three-fourths of users are between the ages of 18-44. The audience is largely affluent and educated – almost 64 percent are university or college graduates. In addition, the audience includes many IT professionals and early technology adopters.

“Our success is based on the community through which Canadian consumers are able to share information and opinions about products and services and the deals they find online,” said Derek Szeto, president and founder of RedFlagDeals.com. “Offering survey capabilities is a natural way for us to extend our community, build even more site loyalty and give our members a chance to earn money and have their opinions heard. United Sample has given us a survey platform that mirrors the high-quality experience our users expect.”

“This partnership allows United Sample to very quickly offer a large panel of Canadian residents available for market research,” said Gregg Lavin, president and co-founder of United Sample. “As we’ve seen in the past, partnering with a thriving comparison shopping community like RedFlagDeals.com is a great way to build a robust panel of people who are ready to share their opinions. There is a huge demand right now for Canadian survey panelists, and through this partnership we’re able to provide researchers with access to a broad base of affluent and educated consumers.”

Clear Sky Media also owns and operates www.PriceCanada.com, www.RetailerRatings.ca and Scarlett.RedFlagDeals.com.

Canada is among the world's top 10 largest economies, according to The Economist Intelligence Unit's long-term forecasts. Moreover, according to Alexa.com, RedFlagDeals.com is one of the 100 most-popular websites in Canada. RedFlagDeals.com currently receives more than 2 million unique visitors per month, and more than 1 million page views per day. The company's online forum is at the center of RedFlagDeals.com community. With more than 250,000 members and 8.1 million messages, it is one of the Internet's largest Canadian-specific bulletin boards.

United Sample provides quality online sample and target audiences for use in market research. With this exclusive partnership, United Sample will manage all facets of the RedFlagDeals.com survey 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.

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 REDFLAGDEALS.COM

Launched in November 2000, RedFlagDeals.com uses the power of community to alert bargain-hunting consumers to Canadian deals via the Internet. The site currently boasts over 2 million monthly unique visitors and over 30 million page views every month.

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