



FOR IMMEDIATE RELEASE

United Sample Rebrands as uSamp™, Launches New Website Featuring Panel Book Search Tools

CHANGES ARE LATEST STEPS IN COMPANY'S ADVANCEMENT OF ONLINE PANEL TECHNOLOGY WITH IMPROVED DATA QUALITY, PANEL RECRUITMENT AND PANEL MANAGEMENT TOOLS

ENCINO, Calif. (Jan. 19, 2010) – United Sample today announced it has changed its name to uSamp™ (www.uSamp.com), and simultaneously launched a new website that features its cutting-edge technology platform for market research clients. The rebranding reflects the company's commitment to innovative technology, quality online panels and customer service excellence.

"The Internet has made it easier than ever to assemble a group of people to take surveys, but that ease can be misleading if measures to ensure quality aren't in place," said Matt Dusig, co-founder and CEO of uSamp. "We created this company for precisely that purpose. We're committed to quality and relevance, which means we harness the best technology to optimize every stage of the process – to recruit the right panelists and to route them to the right surveys, to ensure quality data and to maintain an engaged panel."

"Our rebranding represents what we see as the future of online market research," said Gregg Lavin, co-founder and president, uSamp. "Our new name reflects our client-centric technology, coupled with the global sample we deliver for surveys. Our new corporate website and client platform moves us closer to the future we envision by putting tools into the hands of market researchers, online publishers and the consumers themselves, to improve the process from every angle."

GROUNDBREAKING ONLINE PANEL TECHNOLOGIES

uSamp's innovative approach to technology has resulted in proprietary online solutions that automate the delivery of sample, or panelists, for online research surveys.

Panel Book Search, a new feature at the uSamp website, is an online tool that enables clients to search uSamp's panel book and profiles in real time. Results are tabled by questions-and-answers and include panel profiles, enabling market researchers and brand managers to find field-tested questions on nearly any subject.

PanelNet™ offers market researchers and brands the ability to create an online panel for their own use without the complication and investment of building a website and developing technology. Each private label panel site can be fully customized to meet the exact specifications of any worldwide brand.

PanelShield™ is a web-based application for managing data quality across multiple panel sources to validate the quality and accuracy of online data, filtering out unwanted and duplicate respondents. Available complimentary from uSamp and compatible with any survey software, PanelShield offers a simple interface for ease of use without requiring technical help.

Since its launch in March 2008, the company has built a global proprietary panel with registered participants from North America, South America, Europe, Australia, Asia and Africa. Top segments include automotive, B2B, entertainment, financial services, food & beverage, healthcare, information technology, telecommunications, travel and youth.

uSamp's proprietary online panel has surpassed 1.2 million active, registered survey panelists, and continues to grow at a rapid rate, with 5,000 people registering to join the online panel every day. The level of member activity remains high, with more than 50,000 visits daily to United Sample's survey websites.

ABOUT UNITED SAMPLE

uSamp (www.uSamp.com), formerly United Sample, is one of the world's fastest growing online panel companies. The global company provides survey panelists for use in market research. uSamp'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 as United Sample, uSamp has 70 team members worldwide and more than 1.2 million global market research panelists. Established by the creators of the renowned goZing online panel, uSamp is based in Los Angeles, with offices in India, London and San Francisco.

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