



FOR IMMEDIATE RELEASE

## Steven Sobolevsky Joins uSamp as CTO

### WITH EXPERTISE IN BUILDING SCALABLE SOFTWARE-AS-A-SERVICE APPLICATIONS, SOBOLEVSKY TO GUIDE USAMP'S NEXT GENERATION PANEL MANAGEMENT PLATFORM

ENCINO, Calif. (May 17, 2010) – [uSamp](#), one of the world's fastest growing online panel companies, today announced Steven Sobolevsky has joined the organization as Chief Technology Officer.

Sobolevsky brings fourteen years' hands-on experience in web application product management, software development and IT infrastructure expertise. Most recently, he served as vice president of technology at RazorGator Interactive, where he grew the technology team from five to 70 members in three years. Revenue jumped 300 percent during his tenure, from 2005 to the present.

In addition to managing RazorGator's consumer e-commerce platform, Sobolevsky built a corporate ticket management platform called TicketOS, which was designed and deployed in six months. Leveraging a brand-new offshore development team, TicketOS launched with Bank of America as a flagship client and now hosts more than a dozen customers, including many Fortune 100 Financial and IT companies.

Prior to RazorGator, Sobolevsky was the software architect of Outreach Express, a first-of-a-kind SaaS platform for ordering laboratory tests and result reporting. Enabling physicians and labs to communicate electronically while giving doctors instant access to data, Outreach Express replaced a traditionally paper-heavy process and supported 12 major hospitals and more than 30,000 physicians in the first 18 months of deployment.

"uSamp is building a SaaS platform with SampleMarket™ that enables market researchers to jump right in to target and reach the population segments they care most about, which is a perfect fit with my expertise and interests," said Sobolevsky. "Applying cutting-edge technology to the market research sector is novel, and I'm extremely excited about the plans for uSamp's products, which will continue to leapfrog over competitive solutions."

"With our focus on technology as a differentiating factor, bringing on a chief technology officer is a strategic move and Steve is the right person for the job," said Matt Dusig, co-founder and CEO of uSamp. "He has a proven track record in creating highly scalable applications across the full product life cycle, from requirements to deployment and support, and this includes both on- and off-shore models much like uSamp. Steve will help guide our product and IT strategy and successfully execute our next generation panel platform."

Sobolevsky holds an M.S. in Computer Science (Scientific Computing/Computer Networks) and an M.S. in Physiological Sciences (Physiology/Neuroscience), both from the University of California, Los Angeles. He also received a B.S. in Biology from UCLA.

## About uSamp™

uSamp™ ([www.uSamp.com](http://www.uSamp.com)), formerly United Sample Inc., is one of the world's fastest growing online panel companies, providing survey panelists and technology for use in market research. Founded in 2008, uSamp has 90 team members worldwide and more than 1.8 million global market research panelists. The company's web-based panel platform is transforming the management and delivery of online panel for market researchers, offering unprecedented access over their panel. uSamp's deep well of proprietary technologies includes SampleMarket™, PanelNet™, PanelShield™ and real-time Panel Book Search -- cutting-edge solutions for accessing, branding and managing panels. uSamp's platform eliminates fraudulent, professional and duplicate survey takers while giving market researchers access to highly responsive, hard-to-reach panelists across any niche demographic, from just about anywhere in the world. Established by the creators of the renowned goZing™ online panel, uSamp is based in Los Angeles, with offices in India, Connecticut and London.

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