

FOR IMMEDIATE RELEASE

## uSamp™ Hones Client-Centric Focus with Newly Expanded Operations in U.S., Offshore

**WITH NEW OFFICES IN CONNECTICUT AND INDIA, COO SURESH SUBBIAH LEADS USAMP'S STRATEGIC PLAN TO PROVIDE SEAMLESS ENGAGEMENT FOR CLIENTS 24/7 AROUND THE GLOBE**

ENCINO, Calif. (June 7, 2010) – uSamp™, one of the world's fastest growing online panel companies, has put the “think global, act local” philosophy into place with a new office in Connecticut to supplement California operations, and a newly formed project management team in India.

For uSamp's clients, these developments provide a balance of local and offshore operations to ensure their online panel needs are met seamlessly, no matter the day or time or location.

“Our continuing expansion both in the U.S. and globally is an absolute necessity for meeting our standard of providing outstanding customer service to our client base,” said Suresh Subbiah, uSamp COO. “An east-west, U.S.-offshore operating model provides the groundwork for a truly client-centric focus.

“Many of our clients have research needs that extend well beyond American borders, and our consumer and business panels include panelists from six continents. It's critical to have knowledgeable and well-aligned work teams who not only understand different cultures but are on the ground in multiple time zones to respond to client needs whenever and wherever they arise,” noted Subbiah.

uSamp has established an office in Trumbull, Connecticut, which opened in the second quarter of 2010. Eight team members are in place there, joining the 35 staff members located at corporate headquarters in Los Angeles.

The new operation in India features a project management operation staffed by 15 professionals, along with an additional 31 people working in IT development.

## 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.

## MEDIA CONTACT

### United Sample:

Ken Greenberg    Edge Communications, Inc.    818/990-5001    [ken@edgecommunicationsinc.com](mailto:ken@edgecommunicationsinc.com)