



FOR IMMEDIATE RELEASE

## uSamp™ Receives \$10 Million Investment from OpenView Venture Partners

### NEW ROUND OF FINANCING WILL SUPPORT COMPANY GROWTH THROUGH NEXT-GENERATION PANEL PLATFORM, GLOBAL EXPANSION, SOCIAL MEDIA

ENCINO, Calif. (June 22, 2010) – uSamp ([www.usamp.com](http://www.usamp.com)), one of the world's fastest growing online panel and technology companies, today announced that it has closed a \$10 million Series C round of financing, led by OpenView Venture Partners of Boston.

Founded in March 2008 by panel industry veterans Matt Dusig and Gregg Lavin, uSamp has quickly grown to include 90 team members in operations that extend from California to India, with 2 million global panelists for the market research industry.

The \$10 million investment marks uSamp's third round of funding. The proceeds will fuel the company's continued growth through acquisition, development of its next-generation panel management platform, bi-coastal and global operations, and social media technology enhancements.

"uSamp is guided by a vision for the future of online panel for market research, and this funding round from OpenView moves us even closer to realizing that vision," said Matt Dusig, co-founder and CEO of uSamp. "We recently rolled out a suite of technologies—SampleMarket™ software, PanelNet™ private label tools, and PanelShield™ data quality protection—that define our web-based panel management platform and underscore our technology leadership in the panel market.

"Our platform is moving the industry forward, with unrivaled technology and transparency that gives market researchers unprecedented control over their panel requirements," Dusig said. "The investment from OpenView will enable us to intensify our efforts in its next-generation development and deliver on the promise it holds."

"In a very short period of time, uSamp has built a superior technology platform, a best-in-class team and a high quality customer base," said Adam Marcus, a Principal at OpenView Partners. "OpenView Partners is excited to join the uSamp team and support its innovative market leadership."

"Our proprietary panel management platform is key to uSamp's success, but our global perspective is likewise contributing to our rapid growth," said Gregg Lavin, co-founder and president, uSamp. "The new funding from OpenView Venture Partners will enable us to further extend our global reach, with investment in tools for social media and publishers.

“We’ll also continue to build out the operational structure we’ve put in place to deliver a client-centric focus for our clients,” Lavin added. “Our east-west, U.S.-offshore model means exceptional service for our client base around the clock and the globe, no matter where or when their needs arise.”

Since its launch in 2008, uSamp has built a global proprietary panel with registered participants from North America, South America, Europe, Australia, Asia and Africa. Top segments include automotive, entertainment, financial services, food and beverage, gamers, healthcare, telecommunications and travel.

uSamp’s proprietary online panel has surpassed 2 million active, registered survey panelists, and continues to grow at a rapid rate, with more than 7,500 people registering to join the online panel every day. The level of member activity remains high, with more than 75,000 visits daily to uSamp’s survey websites.

## 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 2.0 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)