

FOR IMMEDIATE RELEASE

uSamp™ Names Miller as CRO, Courtright as VP Client Services

EXECUTIVES FROM RECENTLY ACQUIRED DMS INSIGHTS™ APPOINTED TO NEWLY CREATED POSITIONS

ENCINO, Calif. (Aug. 10, 2010) – uSamp, one of the world’s fastest growing online sampling and panel companies, has named Chuck Miller as Chief Research Officer (CRO), adding to his continuing role as president of DMS Insights, which uSamp acquired from AOL in late June. The company also has appointed DMS executive Melanie Courtright as Vice President, Client Services for uSamp.

“As a founder of DMS and a pioneer in the online market research industry, Chuck Miller brings to uSamp a rare level of expertise in both sampling and market research services,” said Matt Dusig, co-founder and CEO of uSamp. “In the newly created position of chief research officer, Chuck’s experience as an end-user of data will help uSamp apply that knowledge to produce sample of unprecedented quality.

“Similarly, Melanie Courtright’s extensive background in all aspects of the client lifecycle makes her uniquely qualified to oversee the satisfaction of uSamp’s customer base,” Dusig added. “Under her guidance and with the complementary skill sets provided by a combined uSamp and DMS, our clients will enjoy a product scope and traffic scale that’s unparalleled.”

In addition to running DMS, Miller as CRO of uSamp will be involved in the company’s production and delivery of sample in ways that meet the needs of market research end-users, applying a higher level of science to achieve sample that is more statistically projectable and representative of given populations.

Miller was one of the founders of DMS, a leader in online research since 1995. Recognized for creating the “river sampling” methodology, DMS developed Opinion Place® the online industry’s first and largest portal for random, real-time recruitment of survey respondents via the Internet. Prior to DMS, Miller served in various capacities at The M/A/R/C Group including account management, analytics and IT. He holds a B.A. in Economics from DePauw University.

A recognized online research expert, Miller contributes to many industry standards initiatives, publishes findings and speaks at conferences. He serves on five market research boards and is past Chair of the graduate school advisory board for the University of Wisconsin’s AC Nielsen Center for Marketing Research.

Miller was co-founder of the EXPLOR Awards, presented annually by the AMA and IIR for the most innovative research applications. For his pioneering work in online research, Miller was named inventor of a U.S. patent titled “A Screening and Survey Selection System and Method of Operating the Same.”

Courtright’s responsibilities as VP, Client Services for uSamp include developing new relationships and ensuring the satisfaction of existing clients. As VP Marketing for DMS and at a full-service research firm in Dallas prior, she served customers in the research sector for more than 15 years, in areas ranging from client acquisition and the design and implementation of research solutions to the presentation of findings across topics and industries.

Serving on the national Education Workgroup for the Marketing Research Association (MRA), Courtright is also a director for the Southwest MRA, is a member of several research councils and quality task forces, and is a frequent speaker at industry conferences. She holds a B.A. in Business Administration and Marketing from Dallas Baptist University.

About uSamp™

uSamp (www.uSamp.com), formerly United Sample Inc., is one of the world’s fastest growing technology, sampling and online panel companies, providing global survey panelists an innovative sampling platform and technology for use in market research. Founded in 2008, uSamp acquired DMS Insights in June 2010 and now has 105 team members worldwide and more than 3.1 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 is based in Los Angeles, with offices in Dallas, London, New Delhi and Trumbull, CT.

About DMS™

Founded in 1995, DMS Insights (www.dms-research.com) is the inventor of River Sample® and a leader in delivering high-quality online tracking research. Leveraging its full-service heritage, DMS provides a level of research expertise unseen in other online sample providers. Coupled with a service-oriented culture, clients continually benefit from this history of innovation, excellence and leadership. The pioneering work of DMS in creating the innovative river sampling method resulted in Opinion Place® the online industry’s first and largest portal for random, real-time recruitment of survey respondents via the Internet.

MEDIA CONTACT

Ken Greenberg Edge Communications, Inc. 818/990-5001 ken@edgecommunicationsinc.com