



## Survey Sampling International and Opinionology to Combine, Creating the Only Complete, Global Sampling, Data Collection and Data Analytic Solution

Two Sampling Leaders Will Unite under the SSI Brand SHELTON, Connecticut, USA

May 4, 2011 — Survey Sampling International (SSI) and Opinionology today announced that they have entered into an agreement to combine, pending regulatory approval, bringing together two of the world's leading global providers of sampling, data collection and data analytic services. Operating under the SSI brand, the new company will deliver the only comprehensive sampling solution to support every phase of the survey research process, with best-in-class online, landline telephone, wireless/mobile device and mixed access offerings.

The newly-combined organization's expanded global footprint will reach research participants in all major regions around the world, including the Americas, Europe and Asia-Pacific. In addition, it will offer the widest range of respondent sources, giving clients worldwide access to consumer, healthcare and B2B audiences. As a result, the new company will have the full breadth of resources to ensure clients successfully engage their target populations for every research project—even those focusing on the hardest-to-reach segments.

With 1,300 employees in 30 offices that span every time zone, the new SSI will provide clients with 24/7 service coverage, as well as local expertise to drive effective research in every target region. In addition, with 50+ years of combined sampling experience and a dedicated Knowledge Team of senior methodologists, it will offer consultative guidance to ensure optimal questionnaire design, respondent engagement and research results for its customers.

"With a 20+ year history of working together, similar cultures and shared legacies of quality, innovation, customer focus and methodological excellence, SSI and Opinionology are ideal partners," says Kees de Jong, CEO of SSI, who will continue as CEO of the new company. "By uniting two global leaders, we will provide an unprecedented level of support. Together, we will offer an unparalleled scope of solutions ... the strongest operational efficiencies ... the highest standards of data integrity ... the most sophisticated technology platforms ... and the broadest, most diverse respondent access, across all countries and audiences."

David Haynes, CEO of Opinionology, who will serve as President and COO of SSI, shares de Jong's enthusiasm saying, "As a unified entity, we will have even greater resources to support continued investment in product innovation, technology advances and process improvements, ensuring we create the next-generation services to meet our clients' changing research needs. Our combined organization also will continue our shared commitment to knowledge leadership, focusing on research to advance sampling and survey design. We have the greatest intellectual capital in the industry and will use that resource to drive ongoing enhancements—from faster turnaround to wider reach—for our customers."

In addition to de Jong and Haynes, the new SSI's leadership will include Charles Gottdiener of Providence Equity Partners, who will serve as Chairman of the Board. Simon Chadwick, SSI's current Chairman of the Board, will remain on the board and play an active role guiding the new company.

### About SSI

Bringing together world-leading sampling experts Survey Sampling International and Opinionology, SSI is the premier global provider of sampling, data collection and data analytic solutions for survey research. SSI reaches respondents in 72 countries via Internet, telephone, mobile/wireless and mixed access offerings. Value-add services include questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI serves more than 2,000 clients, including 48 of the top 50 research organizations. SSI has 30 offices serving clients around the world.