

Although WB&A will typically program and host online surveys, we do not have or maintain our own online panel. For this project we would partner with Research Now to provide the sample from their business panel. Research Now is a leader in online panels both in the United States as well as in 45 countries around the world. Their high standards for panelist recruitment, validation, managed participation levels, incentives and panel maintenance have made them among the best in the industry. In 2010, Research Now acquired the online company e-Rewards and has retained that brand name.

All panel establishment methodologies employed by Research Now are 100% opt-in and fully compliant with Council of American Survey Research Organizations (CASRO) and World Association of Research Professionals (ESOMAR) guidelines. Unlike most online sample suppliers who use an “open” panel recruitment method (which allows anyone to self-enroll into the research panel), Research Now utilizes a “closed” or “by-invitation-only” recruitment method inviting only pre-validated individuals to enroll. By avoiding “open” recruitment Research Now is able to achieve a better cross-section of “real” people, not the undesirable “professional survey takers” that many other panels accept. Research Now manages participation levels of its panel members and on average, panel members qualify for and participate in less than 6 full surveys each year. The average tenure of a Research Now panel member exceeds 3 years and Research Now retains approximately 85% of its panel members each year. The Research Now Business panel is used for market research purposes only without exception.

For years, Research Now has delivered higher-quality respondents and utilized methodologies to scan its members' profiles and survey behavior, starting with their enrollment in the e-Rewards panel through their most recent survey experience. e-Rewards' Veracity360™ system (patent pending) enables an expanded focus on broader aspects of quality and continues to ensure that each of its online respondents meets clients' quality standards. This comprehensive quality management system encompasses all aspects of a respondent's engagement, including ID Validation, Duplicate Elimination, Profile Validation, and overall Survey Performance, which incorporates a systematic Client Feedback Loop.

Panel quality continues with validating panelists' identification and profile data, and includes ongoing review of survey behavior. The Veracity360™ quality management system combines these methodologies into a daily data collection routine that produces a report of potentially "suspect" panel members, who are then put through an extensive audit process. The result of the audit determines whether potentially "suspect" panel members remain in the panel, or are removed.

Research Now believes the best way to establish and maintain long-term relationships with online panel members is to truly value their time. Panel members earn e-Rewards® currency for the time they spend answering market research surveys. They can redeem this currency for valuable rewards from their program sponsors and other participating companies.

As not all panel members respond to every survey or profile invitation more panelists are invited to participate than will end up completing the questionnaire. Members of the Business panel will be sent an invitation that will be generally similar to the following:

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards Currency for participating in a research survey. If you qualify and complete the survey:

Full reward amount: \$X.XX in e-Rewards Currency

Full survey length: approximately 15 minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://www.e-rewards.com/pro.do?XX=XXXXXXXXX>

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

WB&A employs CfMC WebSurvent to conduct all of our online surveys. CfMC WebSurvent allows WB&A to conduct fully interactive interviews on the Internet. With this software, WB&A and our clients can use established research industry techniques (including complicated skip patterns, randomization of questions, etc.), maximizing the types of questions that can be asked and helping to ensure the statistical validity of survey results.