

Appendix 1

Example of an Email Invitation

SUBJECT LINE: Your Latest KnowledgePanel Survey [PROJECT NUMBER] TEXT OF EMAIL:

Dear [FIRST NAME],

Thanks for being an integral part of KnowledgePanel! Your latest survey can be accessed by clicking the following link:

[LINK TO SURVEY](If it does not work automatically from email, please copy the below link to your internet browser).

[LINK TO SURVEY]

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference [PROJECT NUMBER] in the Subject of your message. We are always happy to hear from you!

Thanks, KnowledgePanel Support Team

<http://www.knowledgepanel.com>.

This email was intended for [FIRST NAME]