Greenfield Online Furthers Technology Leadership

Contributed by Greenfield Online
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Greenfield Online Furthers Technology Leadership with the Launch of its Text2Expressâ„¢ Mobile Survey Panel
Company Continues to Broaden Respondent Access, Adds Wireless Panel Capability

Wilton, CT, December 20, 2006 â€“ Greenfield Online, Inc. (Nasdaq: SRVY) took another step towards its goal of technology leadership in the Internet survey solutions industry with todayâ€™s launch of its Text2Expressâ„¢ mobile survey respondent panel.Â Over the past three weeks, the company has released proprietary technologies responsible for broadening access to survey respondents, directing respondents to relevant surveys, and with the launch of Text2Express, leveraging the latest in respondent communications devices.

â€œThe world is going mobile and Greenfield Online is out in front with this exciting new capability for reaching survey respondents.Â We continue to establish technology leadership in our industry with our third announcement about technology innovation in as many months,â€• commented Albert Angrisani, President and Chief Executive Officer.Â â€œWe continue to invest in developing technology and it has paid off with the delivery of our next generation survey platform, our Real-Time Sampling capability, our new Panel Management System, and now this; clearly a capstone for the year.Â In my view, leadership in our industry will be increasingly dependent upon leveraging technology to reach the broadest possible group of survey participants through all respondent communications channels, and Text2Express moves Greenfield Online another step further along that leadership path.â€œ

Text2Express (www.text2express.com) members can participate in surveys anytime, anywhere via their mobile phones.Â Respondents are no longer tethered to their personal computers to participate in the marketing research process; they simply carry their research device in their pockets or handbags, and participate â€œon the run.â€•

â€œEnabling consumers to participate in the marketing research process via their mobile device is a huge step forward for the industry,â€• stated Hugh Davis, Executive Vice President of Greenfield Online.Â â€œI firmly believe that the speed and reac of this data collection methodology has the power to ultimately change the future of marketing research.Â With the number of mobile phone subscribers expected to reach 2.6 billion globally in 2006 and 4 billion by 2010, according to market researcher iSuppli, mobile phones become an extremely powerful device for marketing research, and change the way we think about gathering consumer feedback.â€•

The advanced capabilities of mobile phones today make them perfect devices for running short surveys.Â According to The Mobile Life Youth Report from The Carphone Warehouse, the â€˜talk ratioâ€™ is falling, as 74% of teens use their mobile phones predominantly for text messaging, averaging approximately nine text messages per day.Â For teens and people on the go, who are already texting more than they talk, it is a natural evolution to participate in the marketing research process via their phones.

About Text2Express

Want to learn more?Â View an online demo of the technology at www.text2express.com.Â Text2Express enables companies to gain anytime, anywhere feedback from their customers.Â Join Text2Express today and begin participating in wireless surveys today!Â To join Greenfield Onlineâ€™s mobile panel, text the word â€œJOINâ€• to 82751 from your mobile phone.Â Once you receive a confirmation message, text back the word ACCEPT and you will be automatically enrolled.Â Visit <http://HYPERLINK "http://www.text2express.com/"www.text2express.com> for more details.

About Greenfield Online

Greenfield Online, headquartered in Wilton, CT, is a leading independent provider of Internet survey solutions to the global marketing research industry. The company operates in Europe through its Ciao subsidiary. The company has built and actively manages one of the industryâ€™s broadest reaching respondent communities comprised of Internet and wireless panels, a proprietary Real-Time Sampling communications channel, and comparison shopping members and affiliates.Â Our goals are to remain at the forefront of innovation when it comes to developing new technology and methodologies for respondent engagement, while delivering high quality, demographically representative survey research data to our clients.Â For more information visit http://www.greenfield.com or http://www.ciao-group.com.Â To join the panel to take surveys, visit http://www.greenfieldonline.com

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