Harris Interactive Opens Advanced Strategy Lab in Europe

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Collaborative Qualitative Research Technology Expands Analytical Power

LONDON, and ROCHESTER, N.Y. â€“ 28 June 2007 â€“ Harris InteractiveÂ® (NASDAQ: HPOL) announces its launch of Advanced Strategy LabTM (ASL) in Europe. ASL is a proven qualitative research technology that provides simultaneous, anonymous input from up to 24 participants, from any location. Developed by WirthlinWorldwide (now Harris Interactive), ASL has been in place in the United States for more than a decade. Using dedicated facilities, mobile and web-based labs, ASL facilitates brainstorming, idea generation and solution development through networked computers in a moderated group setting.

Two sessions to introduce ASL to clients have been held today in its newly-built qualitative research facility at the Harris Interactive Maidenhead U.K. office.

Gregory Novak, President and CEO of Harris Interactive states, "Our opening of this ASL lab in Europe adds another powerful analytical tool to help our clients make better business decisions. It is another example of our strategy to share best practices across our entire enterprise."

A rich, efficient resource for strategic guidance, ASL qualitative sessions are designed in accordance with project objectives and moderated by two research professionals with extensive experience in both the software technology and high-level qualitative moderation skills.

The ASL system offers total versatility through its three main attributes:
- A dedicated facility, state-of-the-art lab with modern viewing facilities can be used for anything from consumer research to senior management workshops.
- A mobile lab, used to run ASLs anywhere in Europe with the same exact functionality. This is ideal for running consumer focus groups, employee development sessions and for diverse conferences, workshops and seminars.
- Web-based software, makes simultaneous global sessions simple and effective to run.

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Why is Advanced Strategy Lab special?

"ASL combines the best benefits of in-person and online qualitative research," stated George Terhanian, President of Harris Interactive in Europe. "It is a tremendous tool for generating new ideas, insights and understandings and weâ€™re very much looking forward to introducing it to our clients throughout Europe."

About Harris Interactive
Harris Interactive is the 12th largest and fastest-growing market research firm in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the worldâ€™s largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiaries Novatris in France and MediaTransfer AG in Germany, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com. To become a member of the Harris Poll Online and be invited to participate in online surveys, register at www.harrispollonline.com.

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