

Israeli Firm Joins Harris Interactive

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Midgam Research and Consulting Ltd. is known for its election forecasting, sampling expertise, advanced research tools, technological infrastructures and innovative research models.

ROCHESTER, N.Y. â€“ July 25, 2005 â€“ Harris Interactive? announces that Midgam Research and Consulting Ltd., a full-service market research firm in Israel, has become the newest affiliate member of the Harris Interactive Global Network of independent market research companies.

Established in 1988, Midgam Research and Consulting provides research services and solutions to its clients through the application of advanced research methods and the development of its own models in the areas of brand equity and ad concept research. In 1999 and 2001, Midgam was responsible for Israeli election sampling and for forecasting election results for Israeli national channel 1. Currently Migdam serves clients in the aviation, banking, food, healthcare, media and telecommunications industries as well as clients in leading Israeli advertising agencies and governmental organizations. The firm conducts in-person surveys in Arabic, Hebrew and Russian. Midgam is currently launching an online panel and beginning to conduct web-based surveys.

"We are pleased to welcome Midgam Research and Consulting as the newest member of our global network," stated David Vaden, executive vice president and chief strategy officer for Harris Interactive. "This affiliation will strengthen our research capabilities in the Middle East and enable us to better provide our clients with consumer and business insights from this region."

"It is with great excitement that we welcome our association with the Harris Interactive Global Network," stated Mano Geva, CEO of Midgam Research and Consulting. "Being selected by Harris Interactive, one of the worldâ€™s leaders in the market research industry, launches a new era for Midgam Research and Consulting by offering us the opportunity to join the world of global research, enhance our trade, sharpen our professional ability and enable us to invigorate and leverage market research in Israel."

About Midgam Research and ConsultingMidgam Research and Consulting Ltd. (<http://www.midgam.co.il/>), a leading research institute in Israel in the field of market research and public opinion polls, was founded in 1988. Midgam Research and Consulting, headed by Mr. Mano Geva, provides comprehensive quantitative and qualitative research solutions thanks to the use of a wide range of data collection methods, including Internet research through an innovative software system developed by Midgam. Midgam Research and Consulting combines sampling expertise, advanced research tools, technological infrastructures and innovative research models, which are optimally suited to the research objectives and the target audience.

About the Harris Interactive Global Network

The Harris Interactive Global Network, an international network of affiliate market research firms, was established in 1992. Today, there are 20 global network member companies representing Africa, Asia, Australia, the Caribbean, Eastern and Western Europe, Central/North/South America, and the Middle East. Member firms exchange research expertise and share local-country knowledge on research projects conducted in their region.

Though affiliated with Harris Interactive, global network members operate as totally independent market- and opinion-research firms. For more information about the Harris Interactive Global Network, go to <http://www.harrisinteractive.com/globalops/globalnet.asp>.

About Harris Interactive?Harris Interactive Inc. (<http://www.harrisinteractive.com/>), the 15th largest market research firm in the world, is a Rochester, NY-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll? and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through its U.S. offices and wholly owned subsidiaries, HI Europe in London (<http://www.hieurope.com/>), Novatris in Paris (<http://www.novatris.com/>), and through an independent global network of affiliate market research companies. To become a member of the Harris Poll OnlineSM and be invited to participate in future online surveys, www.harrispollonline.com.