Harris Interactive Ranked as 13th Largest Market Research Firm

Contributed by Harris Interactive
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Harris Interactive Newly Ranked as Worldâ€™s 13th Largest Market Research Firm

Moves up two slots from 15th place in 2004
ROCHESTER, N.Y. â€“ August 4, 2005 â€“ Harris Interactive? (Nasdaq: HPOL) is now the 13th largest market research firm in the world, according to the Honomichl Global Top 25, published in the August 2005 issue of Inside Research, a leading market research industry newsletter. Last year, Harris Interactive ranked 15th on the Honomichl Global Top 25 list.

The rankings were calculated based on Harris Interactive CY2004 global revenue of $208.9 million, which included $53.5 million of revenue from WirthlinWorldwide, a Reston, Virginia-based research and consultancy firm (ranked 25th on last yearâ€™s Global Top 25 list) acquired by Harris Interactive in September 2004.
Harris Interactive first hit the Honomichl Global Top 25 list in August 2001, in 24th position with reported CY2000 global revenue of $56 million.
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 US 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, visit http://www.harrispollonline.com/.
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