Harris Interactive Now 11th Largest US Market Research Firm

Contributed by Harris Interactive
Tuesday, 28 June 2005
Last Updated Tuesday, 28 June 2005

Harris Interactive Now 11th Largest US Market Research Firm According to the Latest Honomichl Top 50

ROCHESTER, N.Y. â€“ June 22, 2005 â€“ Harris Interactive? (NASDAQ:HPOL) is now ranked as the 11th largest market research firm in the United States, according to the Honomichl Top 50 annual business report which ranks market research firms within the United States based on US revenue.

The new list was released in the June 15, 2005 edition of Marketing News, an American Marketing Association (AMA) publication.

Based on $154.8 million in reported US revenue for calendar year 2004, Harris Interactive moved from 13th on last yearâ€™s list to the current 11th slot. In 2004, Harris Interactive was ranked as the 15th largest and fastest-growing market research firm in the world. New Honomichl Global Top 25 rankings are expected to be published in August, and the growth rankings are expected in September.

Gordon S. Black Corporation, (the predecessor to Harris Interactive) first joined the Honomichl Top 50 list in June 1992. At that time, it ranked 50th with reported US revenue of $7.4 million.

About Harris Interactive?Harris Interactive Inc. (http://www.harrisinteractive.com/), the 15th largest and fastest-growing 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. EOE M/F/D/V.

To become a member of the Harris Poll OnlineSM and be invited to participate in future online surveys, www.harrispollonline.com.

ContactDan Hucko, SVP
Corporate Communications/Investor Relations
Harris Interactive
585.214.7470
800.866.7655 x7470