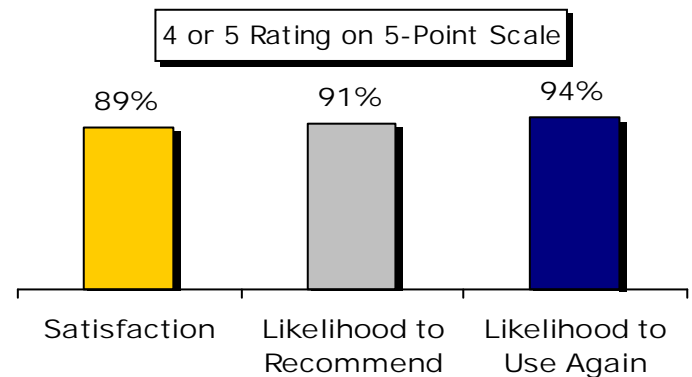


The results are in: Q & A Research outperforms the competition

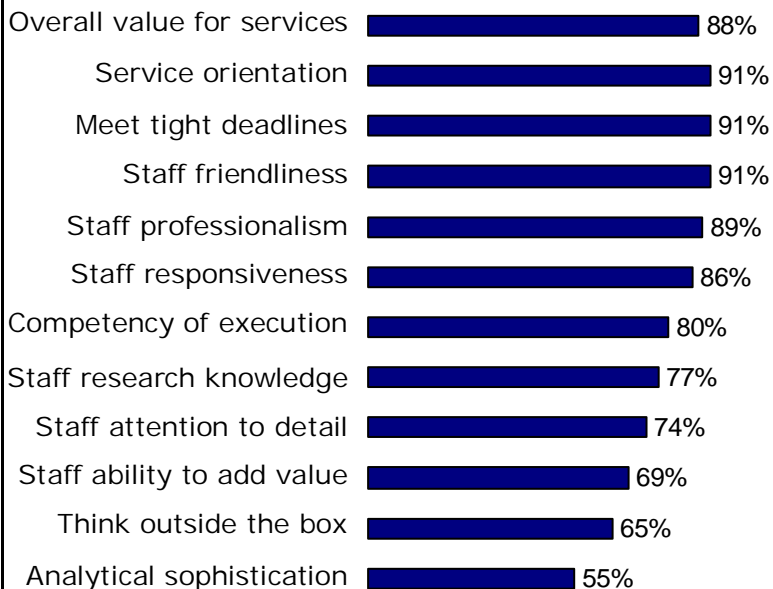
March, 2009 – In our annual Client Satisfaction Study, Q & A Research once again received excellent marks for overall satisfaction and client loyalty. And that is just the tip of the iceberg; Q & A was rated better than the competition on all services and deliverables measured.

High Satisfaction and Loyalty

More than half of Q & A Research clients who commissioned a project in 2008 participated in this online survey. Demonstrating that Q & A's "clients come first" policy is in full force, nine in ten survey respondents (89%) indicated that they are satisfied overall (4-5 rating on a 5-point scale), 91% are likely to recommend, and 94% are likely to use Q & A again in the future.



4 or 5 Rating on 5-Point Scale



Scale: 5=Much better than the competition; 1=Much worse than the competition

Superior to the Competition

In addition to these stellar overall scores, Q & A was rated "better than the competition" (4 or 5 on a 5-point scale) on all services tested by the majority of respondents. As illustrated in the graph to the left, approximately nine in ten respondents rated Q & A better than the competition in overall value of services provided (88%), service orientation (91%), ability to meet tight deadlines (91%), staff friendliness (91%) and staff professionalism (89%). Other services rated better than the competition by the majority of respondents related to staff ability, competency and knowledge, just to name a few. Most of the balance of the respondents rated Q & A on par with the competition.

Not only does Q & A surpass the competition in all service areas tested, but also with our deliverables. More than half of all respondents rated Q & A's questionnaires (76%), presentations (67%), proposals (67%), data files (62%), and reports (55%) better than the competition.



The results are in:

Q & A Research outperforms the competition (Cont'd)

Q & A Addresses Economic Challenges

The current state of the economy, and how it affects the way we all do business is on everyone's mind. Questions were added to this year's survey to find out how, if at all, the economic slowdown affects the way our clients approach research and/or selecting research vendors.

While some of our clients have not felt the pinch, others are experiencing reduced research budgets. Regardless, many are looking for ways to get competitively priced research without sacrificing quality:

Quality, value, flexibility and cost are always important, but even more so in this environment. Also, it's becoming more common to be given a tight budget and told that we must simply find a way to execute a program within that budget; therefore, we value suppliers who recognize this new reality.

Quality is always a requirement, but cost issues now can determine whether or not a study is conducted. [We have] more stringent value requirements.

We always look for the most useful, actionable and relevant information for the money. [We] will not compromise quality in order to cut costs.

It has always been Q & A's philosophy to provide *high quality* research at *competitive prices*; this commitment to our clients has helped us weather several economic storms over the years, and will get us through this one too.

A Few Parting Thoughts

We consider ourselves extremely lucky to work with such great clients everyday. Here's what they had to say about us:

Congratulations to the company for the way it approaches business. Always on top of client needs and deliverables, with the highest professionalism.

I have only worked with a few of Q & A's staff but have thoroughly enjoyed the experience with every single one. Great combination of expertise, service orientation and authentic friendliness!

Keep doing what you guys do best. Excellent team to work with.

Q & A earned my respect and became a true partner I can count on at all times.

Q & A always has the client's best interests and needs in mind in the work that they do.

Outstanding customer service. Q & A staff excel at explaining market research in layman's terms. I feel I can trust Q & A every step of the way.

It is always a pleasure to work with Q & A. Not only would I, but I actively have recommended the company to a unit considering a research project. Q & A has been very helpful in the planning [and] preliminary project phases, not just the bidding and execution once the scope is fleshed out. This is a value added service!!