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## Harris Interactive Expands Global Partner Network with South Korean Firm

**New York, N.Y. — November 30, 2009** — Harris Interactive® (Nasdaq: HPOL) today announced that GH Korea (formerly Global Research Institute), a market research and consulting company based in South Korea, has become the newest member of the Harris Interactive Global Partner Network of independent market research companies. This new affiliation helps to expand Harris' innovative research and opinion polling techniques and methodologies further into Asia and provides GH Korea further opportunities to participate in the international research arena.

GH Korea focuses on public policy and political polling, customer brand awareness, usage and satisfaction research in both its consumer and business-to-business work. Real estate, governmental agency, and consumer goods have been the main sectors of research for the company since it was founded in 2004. Through the alliance with Harris Interactive, GH Korea hopes to expand its presence in the technology, advertising, automotive and health care and pharmaceutical industries. Another key benefit that will contribute towards the future growth of GH Korea is utilizing Harris Interactive's leadership role in online survey methodologies to aid in the growing transition to online research in South Korea.

Political Polling will continue to be an important part of the offerings of GH Korea and a strategic consultancy will be an important part of that work. Humphrey Taylor, Chairman of The Harris Poll®, states "South Korea is a vibrant democracy and the world's 13<sup>th</sup> largest economy, and I look forward to working with our Korean colleagues to provide high quality market research. Our work with GH Korea will draw on our expertise in polling for the media, government agencies and policymakers in many countries over many years."

Kimberly Till, CEO and President of Harris Interactive, echoes this enthusiasm, stating, "We are very pleased to welcome GH Korea as the most recent addition to our global network and are excited to offer our clients the opportunity to gain consumer and business insights in the South Korean market."

Mr. Yong-keun Ji, CEO of GH Korea, explains the importance of teaming up with Harris Interactive by stating, "As the global competitiveness of Korea has increased, Korean corporations have aggressively branched out to the world market. Korean research firms need to be globalized to maintain their competitiveness, and GH Korea now has a competitive advantage through its partnership with Harris Interactive. I am convinced that GH Korea will find growth by adopting Harris Interactive's leading research methods, including their focus on online research, and their commitment to innovation."

### About the Harris Interactive Global Partner Network

The Harris Interactive Global Partner Network, an international network of affiliate market research firms, was established in 1992. South Korea becomes the 13th global partner network member along with companies representing Africa, Asia, Australia, the Caribbean, 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 Partner 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 GH Korea**

GH Korea (formerly Global Research Institute) is a Korean research firm founded in 2004, which has shown fast growth in market research focusing on consumer goods, fashion, home appliances, real estate and social opinion research. GH Korea takes pride in its motto: “A corporation is like a lighthouse in this society,” and has aided in its clients’ in making important decisions by providing the most accurate research data. GH Korea is based in Seoul, Korea and has conducted many research project around Korea and the world. For more information, please visit [www.globalri.co.kr](http://www.globalri.co.kr).

### **About Harris Interactive**

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).