



Greenfield Online First to Expand Real-Time Sampling(TM) Across the Globe, Starting in Europe

With Two Years' Experience and Leadership in the U.S., Greenfield Online Extends Proprietary Capability for Gathering Survey Respondents

WILTON, Conn. & LONDON, Jan 03, 2008 (BUSINESS WIRE) -- Greenfield Online, Inc., (Nasdaq: SRVY) a leading provider of Internet data collection and comparison shopping services, today announced the launch of its Real-Time Sampling(TM) global expansion plans, beginning with the United Kingdom and Canada in January, 2008. The company expects to launch the capability in Germany and France during the first quarter of 2008. This validated and client approved capability is believed to be the first of its kind in the European market and enables Greenfield Online and Ciao Surveys to offer clients an expanded source of high quality respondent supply.

"The rollout of Real-Time Sampling into Europe has further strengthened the role of Greenfield Online/Ciao Surveys as the global industry leader for online surveys," stated Albert Angrisani, President and Chief Executive Officer of Greenfield Online, Inc. "Our investments in technology and innovation over the last two years are providing value added product breakthroughs for our clients. In addition, we believe these technology driven product breakthroughs, like Real-Time Sampling, are building a competitive advantage for Greenfield Ciao in the global marketplace and making our business model more efficient."

"Our Real-Time Sampling capability has ensured that we have ample, scalable high-quality supply to meet client demand. We have proven with this capability we are better able to source the right respondent, for the right survey, at that time - when he or she might be in the right frame of mind to take a survey," said Hugh Davis, Executive Vice President and Co-Founder of Greenfield Online, Inc. "Now that we have implemented our global technology platform in Europe, we are bringing the benefits Real-Time Sampling to our European clients as well."

Greenfield Online's Real-Time Sampling capability consists of soliciting potential survey takers who are on the websites of the company's Global Survey Network, all of which are pre-screened. Through this network, the company has been able to reach many potential survey takers online who are willing to take a survey, but who may not want to join a marketing research panel. Once the individual clicks through, they are assigned to participate in a particular survey by Greenfield Online's proprietary Survey Router. This internally developed technology screens survey recruits in real-time and assigns them into surveys for which they qualify based on demographic data.

"As our clients recognize the benefits attributable to Real-Time Sampling, they are eagerly anticipating the U.K. introduction," stated Richard Thornton, Managing Director Ciao Surveys. "Extending our Real-Time Sampling leadership into Canada and Europe enhances the products and services we deliver to our global clients and makes it easier for our clients to do business with us."

About Greenfield Online

Greenfield Online, Inc. headquartered in Wilton, CT, supplies the increasingly urgent demand of industry for better understanding of consumers around the world. Our proprietary innovative technology enables us to collect thousands of consumer opinions quickly and accurately, and to organize them into actionable form. We do this through our Internet survey solutions business in North America and Europe by collecting, organizing and selling consumer opinions via survey responses for our marketing research and end-user company clients on a global basis. Through our Ciao comparison shopping portals we gather unique and valuable user-generated content via product and merchant reviews that help consumers and visitors to our Ciao portals compare prices and make purchasing decisions. For more information visit <http://www.Greenfield.com> or <http://www.ciao-group.com>. To join the panel to take surveys, visit <http://www.greenfieldonline.com>.

Cautionary Note Regarding Forward Looking Statements.

Certain statements contained in this press release constitute forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. These statements include, without limitation, statements regarding the timing of the launch of our Real-Time Sampling capability in the United Kingdom and Canada, as well as the expected timing related to the launch of our Real-Time Sampling capability in Germany and France, statements regarding the ability of our Real-Time Sampling capability to enable Greenfield Online-Ciao Surveys to offer clients expanded supply and ensure we have ample supply to meet client demand, and statements regarding the ability of Real-Time Sampling to strengthen Greenfield Online's leadership as a provider of Internet Survey solutions and to make our business model more efficient, as

well as statements relating to our future financial performance; in addition to other statements relating to our future operations, services and products. In some cases, you can identify forward-looking statements by terminology such as, "may," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "potential," "continue," or the negative of these terms or other comparable terminology. We have based these forward-looking statements largely on our current expectations and projections about our business operations, future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs but they involve a number of risks and uncertainties that could cause actual results to differ materially from those in the forward looking statements. Such risks and uncertainties include, without limitation, risks related to our ability to attract enough respondents through Real-Time Sampling to meet demand, risks related to our ability to generate enough survey traffic to ensure the success of our Real-Time Sampling capability in Europe, risks related to the acceptance of the Real-Time Sampling methodology by our European clients, and other risks factors detailed in the "Risk Factors" section of our Annual Reports on Form 10-K and each subsequent Quarterly Report on Form 10-Q that we file with the Securities and Exchange Commission and which are available at <http://www.sec.gov> and under the Investor Relations section of our corporate website at www.greenfield.com. You are urged to consider these factors carefully in evaluating the forward-looking statements herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by this cautionary statement. The forward-looking statements made herein speak only as of the date of this press release and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

SOURCE: Greenfield Online, Inc.

Greenfield Online
Cynthia Brockhoff, 203-846-5772
Vice President - Investor Relations
Cbrockhoff@Greenfield.com

Copyright Business Wire 2008

News Provided by COMTEX