

Press release

Better together: MediaTransfer AG Netresearch & Consulting is acquired by Harris Interactive

LONDON, and HAMBURG, – April 2, 2007 – The Hamburg located MediaTransfer AG Netresearch & Consulting is acquired by Harris Interactive(R) (Nasdaq: HPOL). Harris Interactive strengthens the European presence and extends its reach to the German market research market. The evolving pan European market research power is ready to satisfy the clients' growing hunger for accurate global knowledge.

"This is a big plus for our customers as well," stated Dr. Thomas Rodenhausen, spokesman of the board at MediaTransfer AG Netresearch & Consulting. "By joining forces with Harris Interactive, MediaTransfer will now be able to offer our clients more of what they're looking for in a research partner: access to vastly expanded international capabilities, a much larger online panel and a complete portfolio of proven research tools."

Both companies are innovation driven and therefore are a good fit. The project management and study administration will remain in the proven way and be continued to be coordinated from Hamburg. MediaTransfer AG Netresearch & Consulting will be integrated in the organizational structure of Harris Interactive Europe under the Harris Interactive brand.

"MediaTransfer stays at least one step ahead of their competition for good reason," stated Dr. George Terhanian, president of Harris Interactive Europe. "They combine leading-edge technologies with strong research-based consulting skills and excellent leadership; and always with the desire to exceed their clients' expectations."

Harris Interactive paid €9 million in the all-cash deal for the firm.

About MediaTransfer AG Netresearch and Consulting

Founded in 1996, MediaTransfer AG Netresearch & Consulting specializes in online market research. Worldwide online panels with over 250,000 members allow MediaTransfer AG Netresearch & Consulting to offer clients from many different industries market research, one stop. The firm has extensive experience and deep expertise in the CPG industry, including the application of proprietary technology that creates virtual retail shopping simulations to test package design, shelf placement configurations, pricing etc. In addition to its strong CPG practice, MediaTransfer has proven expertise in telecom, financial services and pharmaceutical research. MediaTransfer provides competent and flexible support for their customers throughout the entire marketing process. Further information can be obtained from: <http://b2b.mediatransfer.com>.

About Harris Interactive

Harris Interactive is the 12th largest and fastest-growing market research firm in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiaries Novatris in France and MediaTransfer AG in Germany, and through a global network of independent market research firms. The service bureau, HISB, provides its market research industry clients with mixed-mode data collection, panel development services as well as syndicated and tracking research consultation. More information about Harris Interactive may be obtained at www.harrisinteractive.com.

To become a member of the Harris Poll Online and be invited to participate in online surveys, register at <http://www.harrispollonline.com> .

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