

HAPPY CONSUMERS = HAPPY CLIENTS

**Happy consumer panelists = High return rate on surveys =
Decreased recruiting costs + Quicker turnaround time on surveys**

At Market Reader Pro™, we have two groups of people that we like to keep happy — our clients and our consumers. Our “care and feeding” of consumer panelists means that we do not over-use our consumer panel, we consistently recruit new members, and we pride ourselves on being responsive and polite.

Did you know that consumers report that free samples, coupons, and recommendations from friends are three key factors in deciding to try a new product?

We not only have terrific testimonials from our clients, we also get great feedback from our consumer panelists. These are just a few of the comments from our consumers who tested products in their homes:

- “ You were great — helpful and always concerned with my opinion.”
- “ This study was so fun for the two of us! Please keep us in mind if we can be testers for you in the future.”
- “ It was a very professional and positive experience.”
- “ I am glad I did this.”
- “ Your staff was always friendly and helpful.”
- “ Keep up the good work. Everything you guys did has seemed to work on my end.”
- “ It was easy and fun to participate.”
- “ The staff was wonderful to work with.”
- “ It was a very positive experience.”
- “ The study was conducted well. The availability of online surveys is convenient. I would also be willing to participate in additional studies.”
- “ It was a pleasure to work with you!”
- “ The entire experience of the test, starting with the initial interviews through the removal of the test product and reinstallation of the original was as hassle-free as one could hope. Everyone I dealt

with throughout the entire experience was friendly and professional, timely in keeping appointments or returning calls and seemed willing to go to whatever length to accommodate my needs.”

- “ I very much enjoyed the Market Reader Pro experience. I would like to be considered for some other test items as well. The video [SIRR™ interview] was a really great way to show some of my personal issues with...[the product].”
- “ Thanks very much for the opportunity to participate with testing this wonderful product.”
- “ I quite enjoyed the whole process. Thanks for the experience.”
- “ Thank you so much. I absolutely ADORE this stuff. Thank you so much, and please let me know if I can help again!”

Our consumer panelists are a great asset in helping us to recruit new panel members! We often recruit consumers for in-home product test through word-of-mouth. And, our consumers are creating a buzz for us on social networking sites. Below are just a few of the things that people are saying about us on networking sites:

From Freesamplesite.com —

“ I truly enjoy this one!”

From Gottadeal.com —

“ I was just on their site cause I love them, got two products from them already. And they are looking for consumers in Denver, CO area to test high end appliances...I'm not in that area but for those who are u might want to check out their site.”

From Spofee.com —

“ I got accepted to complete the study! I'm really excited by this one.”

From Start Sampling

“ HOT D@MNI!!!!” (Regarding one of our in-home product tests.)