



Globalpark announces solid growth in first quarter as companies invest in real-time insight

London 18th May 2009: Globalpark, a leading provider of panel, community and survey software, announced strong performance for the first quarter of 2009 with revenue in excess of €2.5 million. The company has achieved solid growth across its global operations, and reported a tripling of revenue in North America compared with the same period last year.

Despite the recession, organizations are continuing to invest in their ability to communicate with customers and employees using the latest research techniques, such as online communities and custom panels. "Our clients are looking to innovate in order to regain lost ground," said Dan Coates, President of Globalpark USA. "Today everything is about immediate results, and our software helps companies identify and manage what matters most in their business – the attitudes and behaviours of consumers and employees."

Globalpark added to its impressive client list during the quarter, winning new customers from leading consumer brands and research agencies while continuing to invest in existing client relationships. Overall, repeat business has remained strong with 70% of revenue coming from existing accounts - this and near-perfect retention are testaments to Globalpark's strong products and customer-orientation.

Founded in 1999, Globalpark's clients include Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS, Warner Music and Wrigley. For more information on Globalpark customers, visit <http://www.globalpark.com>

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About Globalpark

Globalpark provides panel, community and survey software that enables organizations to manage what matters across the enterprise. By capturing feedback and tracking behaviour of customers, employees and partners, they gain insights that drive better business decisions. By identifying and empowering influential advocates, they build reputation and extend reach.

Founded in 1999, Globalpark software is globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS, Warner Music and Wrigley. Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria.

For further information, please visit www.globalpark.com