

**Research International announces acquisition of PENTOR**  
**3 January 2006**

Research International, the world's leading custom market research agency, is pleased to announce the acquisition of the majority of shares from its Polish Associate, the leading agency PENTOR Research International. With the current management team committed to remain in place, this acquisition means PENTOR is now a wholly-owned unit in the Research International Group.

Frank Vöhl-Hitscher, CEO of Research International in Northern Europe says "Poland is of strategic importance for us and our clients. We are committed to increase our presence in Central and Eastern Europe and this acquisition is part of our strategy to invest further in the region. We have worked successfully in partnership with our Polish colleagues since 1991 and this deal strengthens that partnership."

Mr Eugeniusz Smilowski, CEO of PENTOR Research International comments "in Poland and across Central and Eastern Europe we have seen the consolidation of the market research industry. This acquisition means that not only can we continue to offer strong services across Poland, Europe and beyond but also that we can offer more to our clients. Increased co-operation with the Group on client accounts, the increased use of standardised methodologies, improved IT systems, increased spend on R&D, better access to proprietary techniques, global knowledge management and increased staff training will benefit both our clients and our staff."