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Harris Interactive and Ideas To Go Announce Collaboration Agreement

Market research leader and ideation expert to offer a comprehensive portfolio of solutions

New York and Minneapolis — October 28, 2009 — Harris Interactive (Nasdaq: HPOL), one of the world's leading market research firms, and Ideas To Go, Inc., a leading innovation process consulting firm specializing in the voice of the customer, today announced a collaboration agreement that will enable clients to seamlessly explore, create concepts for, and test new products -- including their messaging and impact on consumers— in the interest of achieving higher customer satisfaction and market success.

"Our two companies will bring a new dimension of consumer engagement, research creativity and rigor to the product development lifecycle process, thereby allowing our clients to go from a blank sheet of paper to a pipeline of prioritized ideas in a fast and seamless manner," stated Kimberly Till, Chief Executive Officer of Harris Interactive.

"By tapping into our proprietary *Creative Consumers*[®] associates panel for ideation, and again further along the spectrum for messaging and refinement, we help complete the product development cycle for clients at the front end. At the same time, Harris's expertise in market research, along with its leadership in online methodologies, gives our clients a continuity of excellence from concept to prototype," said Ed Harrington, facilitator and principal at Ideas To Go.

The *Creative Consumers*[®] associates panel is comprised of 300 diverse individuals, who are identified, recruited and trained using proprietary methodologies. The panel helps clients go beyond reaction-only input, by offering perspectives, insights and unmet needs on any topic—from financial services, to consumer packaged goods, to emerging technologies.

"Ideas To Go is in many ways a natural partner to Harris Interactive," stated George Terhanian, President, Global Solutions Groups for Harris Interactive. "Blending Harris' solid processes and methodologies with the power of Ideas To Go's *Creative Consumers*[®] associates panel generates a diverse array of actionable ideas, from the everyday to the exceptional, and complements our existing full-service suite of NPD solutions."

"The partnership between Ideas To Go and Harris Interactive offers our clients complementary capabilities that build upon one another's work," said Charlie Hartwell, President at Ideas To Go. "It's more than just each piece separately. As we move forward, we will be able to offer clients even greater services and results—faster and fully tested."

About Ideas To Go

Ideas To Go, Inc. (ITG) is an innovation process consulting firm that designs and facilitates ideation, strategy and concept development sessions. Working with a diverse panel of *Creative Consumers*® associates, ITG specializes in bringing the Voice of the Customer to actionable concepts for new products and services, positioning, product claims, promotions, packaging and naming. ITG employs a variety of tools and processes to help clients capitalize on their opportunities, including *e-deation*® services, *Claimstorming*® services, and *Creative Ethnography*™ services. ITG has offices in Minneapolis, Minn. (headquarters), Morristown, N.J., and Orlando, Fla. For more information regarding ITG, please visit www.ideastogo.com.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.