
Harris Interactive Hires Berkeley Scott as Senior Vice President of Global Accounts & Business Development to Drive Global Revenues

ROCHESTER, N.Y. and NEW YORK, N.Y. – May 26, 2009 – Harris Interactive (NASDAQ: HPOL), a global leader in custom market research, today announced the appointment of Berkeley Scott as Senior Vice President of Global Accounts & Business Development. In this role, Berkeley will be responsible for developing and implementing the business development strategy for Harris Interactive in North America, including leveraging Harris' solutions, industry expertise, and proprietary methodologies to grow its customer base. On a global level, he will work closely with the heads of Europe, Asia, and Canada to create and manage global accounts. This will enable Harris to better serve its multinational clients on a seamless global basis. Berkeley will be based in the company's New York City office.

Berkeley comes to Harris Interactive from TNS – Kantar, part of WPP, where he was Senior Vice President of Financial Services. At TNS, Berkeley was instrumental in creating and significantly growing a new financial services segment P&L line of business in North America.

“Berkeley is a highly accomplished business development and market research leader with exceptional knowledge of U.S. and Asian business,” says Kimberly Till, President and CEO of Harris Interactive. “His extensive global experience across industries will build and reinforce Harris Interactive points of differentiation in the marketplace and highlight our suite of products and solutions.” Till adds “Berkeley is exactly the type of rainmaker we need to help us increase our market share in the key markets of the world.”

Berkeley brings more than 15 years experience in business research in progressively more senior sales and operational roles. Prior to joining Harris, Berkeley held various senior research and P&L roles as Director of Financial Services and Economist at J.D. Power Asia Pacific, Director of Strategy & Research at AIG Japan, Senior Manager for Business Intelligence at United Healthcare, and Director of Competitive Intelligence for a technology start-up. Berkeley holds an MBA in Finance and a Bachelor's Degree in Economics from McGill University in Montreal and he continues to serve on an advisory board to the MBA program at McGill.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is 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.

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