
Harris Interactive Hires Michael Saxon as Senior Vice President of Technology, Media & Entertainment and Telecommunications Sector

ROCHESTER, N.Y. – July 29, 2009 – Harris Interactive (NASDAQ: HPOL), a global leader in custom market research, today announced that Michael Saxon has joined the company as Senior Vice President for the Technology, Media & Entertainment and Telecommunications (TMT), North America business unit. In this role, Saxon will be responsible for the overall thought leadership and business growth of the TMT Sector. Given his strong background in media and entertainment and product innovation, he will focus his early efforts on developing new products in the media and entertainment space. Saxon will report to Frank Forkin, President of Client Services, North America. He will be based in Princeton, New Jersey. His appointment is effective immediately.

“Over the past six months Harris Interactive has made great progress in delivering exceptional value to our clients in a difficult market environment. As we continue to grow the business, it is necessary to have the right talent in place to help us achieve our goals of delivering exceptional client insights and service and product innovation. Mike brings a rich background of industry knowledge and experience in both syndicated and custom market research,” said Frank Forkin.

Saxon comes to Harris Interactive with more than ten years business research experience in the advertising, media and telecommunications industries. Most recently, he was Senior Vice President, Media Optimization at TNS, North America where he helped clients improve their ROI across their marketing efforts to enhance their web and mobile usability. He also led the development of the TNS Digital Suite, an online advertising effectiveness initiative. Prior to that he held an executive position at IAG Research where his team provided TV, Web and mobile phone advertising effectiveness insights to major wireless carriers.

Speaking about his new appointment at Harris Interactive, Saxon said, “The TMT team already has impressive breadth and depth of research expertise. I’m looking forward to working on business development activities that will bring this expertise to new and existing clients.”

Saxon holds a Master of Science in Business Administration from University of Illinois at Urbana-Champaign and a Bachelor of Science in Industrial and Labor Relations from Cornell University.

Cautionary Note Regarding Forward Looking Statements

Certain statements in this press release constitute forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. These statements include, among others, statements as to future economic performance, projections as to financial items, estimates, and plans and objectives for future operations, products and services. In some cases, you can identify forward-looking statements by terminology such as, “may”, “should”, “expects”, “plans”, “anticipates”, “feel”, “believes”, “estimates”, “predicts”, “potential”, “continue”, “consider”,

“possibility”, or the negative of these terms or other comparable terminology. These forward-looking statements involve a number of risks and uncertainties that could cause actual results to differ materially from those in the forward looking statements. Such risks and uncertainties include, without limitation, risks detailed in the “Risk Factors” section of the Company’s most recent Annual Report on Form 10-K, as updated quarterly in our Quarterly Reports on Form 10-Q to reflect additional material risks. The Company has filed its reports on Forms 10-K and 10-Q with the Securities and Exchange Commission, and they are available under the Investor Relations section of our website at www.harrisinteractive.com. Risks and uncertainties also include the continued volatility of the global macroeconomic environment and its impact on the Company and its clients, the Company’s ability to sustain and grow its revenue base, the Company’s ability to maintain and improve cost efficient operations, the impact of reorganization and restructuring and related charges, quarterly variations in financial results, actions of competitors, the Company’s ability to develop and maintain products and services attractive to the market and uncertainties surrounding continued suspension of certain NASDAQ listing requirements.

You are urged to consider these factors carefully in evaluating such forward-looking statements and are cautioned not to place undue reliance on them. The forward-looking statements are qualified in their entirety by this cautionary statement.

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 about Harris Interactive please visit www.harrisinteractive.com.

Press Contact:

Carol Fricke
Corporate Communications
585-272-8400
press@harrisinteractive.net