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## **Harris Interactive Announces Mike de Vere as Senior Vice President, Sales and Marketing**

**NEW YORK, N.Y. — November 3, 2009** — Harris Interactive® (NASDAQ:HPOL), a global custom market research firm, today announced that Mike de Vere has joined the company as Senior Vice President, Sales and Marketing. Mr. de Vere brings more than fifteen years of marketing, sales, and research experience across numerous industries and will report directly to Frank Forkin, President, Client Services, North America.

Mr. de Vere will be responsible for leading the global marketing and corporate communications efforts, driving demand for products and services, reinforcing Harris' leadership position in technology by enhancing their web presence, transforming the communication of thought leadership via social media channels, and repositioning the organizational brand.

"Mike has an exceptional background and reputation as a sales and marketing executive with the proven ability to grow, innovate, and enhance organizational efficiency in a global organization," states Forkin. "He possesses a unique blend of skills across program management, process re-engineering, statistics, marketing, sales, and client service. We are certainly pleased to have someone of his caliber on the Harris team."

Prior to joining Harris Interactive, de Vere served as Chief Operations Officer for Radius Financial, Inc., responsible for marketing, sales and operations activities, including implementing an organizational strategy, structure and workflow and for directing the company's acquisition and growth activities.

Preceding this position, de Vere was Executive Director of Proprietary Research at J.D. Power and Associates, managing clients throughout North America, Europe and Asia. While there, he led a group of business professionals that provided service and support for clients worldwide in the insurance, automotive, retail, hospitality, banking, internet, and healthcare industries.

"It is exciting to be part of a company that has such strong history and brand recognition, and that also understands the critical nature of leading through innovation," said de Vere. "I am delighted to be joining Harris Interactive at a time when it is positioned for such growth and future success."

Mr. de Vere earned an MBA at the Marshall School of Business at the University of Southern California, and holds a Bachelor's degree in Business Administration from California State University, Northridge. For his work designing the central J.D Power and Associates web application for delivery of information and solutions, de Vere received the 2006 McGraw-Hill Innovation award and the 2006 J.D. Power and Associates Digital Transformation award.

### **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](http://www.harrisinteractive.com).