

PRESS RELEASE

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Research/Marketing, Internet Software, Business/Finance, Investor News

30M Completed Survey Interviews Boost 2003 Revenues at FIRM

NEW YORK, NY - February 2, 2004 /Send2Press Newswire/ -- A record number of online survey interviews completed using Conconfirmit, the world's leading online survey & reporting software has handed Future Information Research Management (FIRM) record profits in 2003. FIRM's customers, including leading market research agencies and Global 1000 companies, completed a record 30 million individual survey interviews online, an annual increase of 59% year-on-year, helping to grow revenues by more than 40%.

The latest figures illustrate the growing importance that businesses place on accessing customer, market and employee feedback using the internet. Conconfirmit enables organizations to gather mission critical business information on diverse topics such as market trends, customer feedback and employee satisfaction in real-time for use in both strategic and tactical decision making.

Stein Onsrud, FIRM's CEO explains, "The significant growth in both completed survey interviews and profits that FIRM has experienced in 2003 illustrates the growing popularity of the internet as a vehicle for deploying surveys quickly and to large numbers of qualified sample groups. Our customers tell us that it provides them with the flexibility and scalability to undertake a greater volume of targeted research projects cost effectively and efficiently."

"The internet is now the medium of choice for customers - preferring to complete surveys where, and when it is convenient for them to do so. This methodology has been proven to improve response rates while enabling businesses to take regular temperature checks on customer requirements and where the market is heading to give them that competitive advantage."

FIRM was recently ranked Number 192 in the 2003 Deloitte European Technology Fast 500 with a revenue growth of 664% over the last 5 years (1998-2002). The company was the 15th fastest growing business in Norway as part of the same survey. This growth highlights an increased demand for online research, with businesses realizing that it plays an essential role in staying ahead of the competition by using real-time insight as the basis for all mission critical decision-making.

About FIRM

FIRM is the world's leading provider of online survey & reporting software. The company's state of art web-based Conconfirmit software is used for customer and employee satisfaction surveys as well as market research surveys. FIRM is headquartered in Oslo and has offices in London, New York and San Francisco. Visit <http://www.conconfirmit.com> for more information.

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