



NEWS RELEASE

For Immediate Release

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Insightrix Announces Purchase of Conconfirm Software...

May 1st, 2008 (Saskatoon, SK). Insightrix is pleased to announce the purchase of Conconfirm, a leading market research software platform that will significantly increase the technical capabilities and product offerings of Insightrix.

Widely accepted to be on the cutting edge of the industry, Conconfirm offers a host of market research tools that allow for flexible, dynamic survey creation and unparalleled online reporting capabilities for monitoring survey results in real time. Additional capabilities include panel creation tools and portals, the ability to support virtually any level of survey complexity, as well as integration of multi-mode (mixed methodology) studies.

Insightrix will capitalize on the Conconfirm platform to grow the online survey business, by providing current and future clients with more visually appealing, interactive, and flexible survey options. Integration of images into questions, audio and video file supports, complex logic, card sorting, shelf assortment, and drag-and-drop selection choices are just a few of the questionnaire features that will make for interactive and engaging online surveys for respondents.

The Research professionals at Insightrix are also thrilled to explore the numerous capabilities available in the **Reportal**, which will assist in providing clients with flexible data outputs that are not only relevant, but are also attractive and presentation-ready. Companies using Insightrix for data-collection only projects will be provided with access to their reports online. Frequencies, cross-tabulations, filters by area or region, and drill-down capabilities are just a few of the many features contained in Conconfirm's robust online reporting software.

Another feature of the Conconfirm software platform technology is the capability to build customer panels. Using the Conconfirm panel technology, Insightrix can seamlessly build a customer base that will contain all the relevant information about each customer that is tracked and updated on an ongoing basis. The **Conconfirm Community Panel** is one integrated platform geared to maximize panellist engagement and response rates, and increase data quality and reliability.

According to Corrin Harper, President, *“Confirmit will help Insightrix move into the new era of the market research industry. Very few companies in Western Canada or in Australia, where our offices are located, have this platform, so we are pleased to be one of the first. The flexibility of the survey programming, reporting, and panel capabilities are of great benefit to both Insightrix and, most importantly, to our clients. We are very excited to offer this added value to our current and future customers”.*

Confirmit brings to the industry over 30 years' experience in providing the most comprehensive and innovative solutions for survey research applications. Built on the very latest Microsoft .NET platform, Confirmit is the most feature-rich and integrated Web survey software available. Its functionality meets the requirements of advanced Market Research professionals. With the largest R&D team in the industry, backed by a solid and successful company clearly focused on the needs of the Market Research industry. The company is listed on Oslo Stock Exchange under the ticker "CONF".

More about Insightrix

Founded in 2001, Insightrix Research Inc. is a full service market research firm that helps clients develop, administer and manage data collection and information strategies. From their offices in Saskatoon Canada and Horsham Australia, Insightrix offers a comprehensive range of research services.