

T. Mitchell McCauley Named CFO of Lightspeed Research

Brings 15 Years of International Finance and Project Structuring Experience

PRINCETON, N.J. (March 31, 2009) -- Lightspeed Research, a leading online global research provider, announced today that T. Mitchell McCauley has been named Chief Financial Officer (CFO) effective immediately. McCauley succeeds Chris Urinyi, who now assumes the fulltime role of Chief Executive Officer of Lightspeed Research Americas business.

Reporting to President and Global Chief Executive Officer Anne Hedde, McCauley is responsible for all global financial management including strategy, analysis, reporting and compliance. He is based in the Lightspeed Research headquarters office in Princeton, N.J.

"We are thrilled to have Mitch aboard our senior management team," said Hedde. "He has a proven ability to support profitable business growth through strategic business analysis and goal-setting supported by effective implementation of financial policies and processes. Mitch has the experience and skills to help meet our strategic financial objectives and play an integral role in Lightspeed Research's continued growth."

McCauley has a demonstrated record of achieving results in over 15 years of international finance, general administration and strategic acquisition experience. Before joining Lightspeed Research, McCauley was CFO of Biovid Corporation, a pharmaceutical market research firm, from 2005 to 2009. Prior to Biovid Corporation, he served as CFO, U.S. Industrial Applications Division, at Siemens Westinghouse Power Corporation, an international power generation company.

McCauley earned a bachelor's degree from the University of Delaware and a master's degree from The American University in Finance and International Business.

About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable data to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a quality leader, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

Lightspeed Research is part of the Kantar Group, the information, insight and consultancy division of WPP (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com or send an email to info@lightspeedresearch.com.

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