

# Confirmit Announces Most Successful Quarter of New Business in Company History

Submitted by: Confirmit Ltd

Monday, 1 December 2008

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Company delivers 51% revenue growth for first 9 months of 2008

NEW YORK, LONDON, OSLO - December 1, 2008: Confirmit, the world's leading vendor of Market Research and Enterprise Feedback Management software, today announced the most successful quarter of new business revenue in company history. For nine months ending September 2008, the company delivered revenue growth of 51% for the period compared with 2007, with a renewal rate of over 100%.

"In a time of economic uncertainty we're very pleased with our performance and anticipate consistent results for the fourth quarter and beyond, given the measurable value effective feedback programs can bring to organizations," said Henning Hansen, Confirmit's President and CEO. "We've added several significant new customers this year, including a major British financial services institution and global Human Resources practitioners."

Gartner, a leading IT advisory firm, reported in November that "Feedback management technologies will be the top investment made in 2009 to improve the customer experience. Understanding and improving customer experience is a top executive priority and will remain so despite volatile economic conditions. In both a down economy where retention is key and a buoyant economy where growth is desired, the customer experience remains a critical factor."\*

Hansen notes that "In my opinion, Gartner's analysis matches what we're seeing in the marketplace and supports our positioning of Confirmit technology as a recession-proof strategy that can deliver a significant return on investment irrespective of the macro-economic environment. Given the increasing importance of Feedback Management strategies for global enterprises and our strong financial position, with no debt, Confirmit is well-positioned for continued success."

\* Gartner, Inc. "Predicts 2009: CRM Customer Service and Support" by Jim Davies et al, November 10, 2008

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About Confirmit

Confirmit is the world's leading provider of software for Market Research (<http://www.confirmit.com/solutions/market-research-businesses.aspx>) (MR) and Enterprise Feedback Management (<http://www.confirmit.com/solutions/enterprise-feedback-management.aspx>) (EFM). The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Amsterdam, Sydney, and Tokyo.

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include British Airways, Countrywide Financial, Dow Chemical, Experian,

GlaxoSmithKline, Halifax Bank of Scotland, Hewlett Packard, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, StatoilHydro, Symantec, and Virgin Media.