



John East & Partners Limited

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ToLuna PLC acquires the business and assets of the Internet Survey Solutions division of Greenfield Online Inc from Microsoft and raises approximately £28 million

John East & Partners Limited (“JEP”) is pleased to announce that ToLuna PLC (“ToLuna”), the leading independent online panel and survey technology provider to the global market research industry, has acquired the business and assets of the Internet Survey Solutions division (“ISS”) of Greenfield Online Inc from Microsoft for \$40 million (equivalent to £24.5 million) (“the Acquisition”). In addition, ToLuna has raised approximately £28 million (before expenses) from a placing and subscription at 210p per share.

JEP has been ToLuna’s nominated adviser since its admission to trading on AIM in May 2005. ToLuna raised £4.4 million and floated on AIM with a market capitalisation of £25 million. ToLuna’s market capitalisation as of 25 June 2009, the day prior to the announcement of the Acquisition, was £82.5 million. Following completion of the Acquisition and the fundraising, ToLuna’s market capitalisation increased to in excess of £110 million. On 31 July 2009, ToLuna was in the top 100 companies admitted to AIM by market capitalisation.

ToLuna is a leading independent global provider of online panels, communities and technology services to the market research industry with offices in London, Paris, Frankfurt, New York, Amsterdam, Seattle, Dallas, Haifa and Sydney. It has a unique social voting network which powers panel recruitment, management and survey completion and its three core services are: access to ToLuna’s panels; customised panels; and licensing of proprietary hosted panel community technology solutions.

In December 2005, ToLuna acquired Speedfacts Gesellschaft, a Frankfurt-based supplier of online panel services in Germany for £2 million and entered into a co-operation agreement with free.de.AG, one of Germany’s largest internet service providers.

In September 2006, ToLuna established a US office to provide support for its US-based customers and to assist in attracting new clients in the US and Canada. In June 2008, ToLuna extended its US and global reach with the acquisition of Common Knowledge Inc., a digital data collection company, based in Dallas, Texas, for a total consideration of £5.8 million.

The acquisition of the ISS Division has materially expanded ToLuna’s US presence and has created the largest independent panel and technology services provider to the market research industry. It is estimated that the Enlarged Group has an 11.9 per cent. market share of independent online panel providers and, is therefore well positioned in this fast moving, high growth industry.

The Group employs over 700 people spread across 11 countries. It has a corporate client base of in excess of 1,000 companies, which include some of the world’s largest companies.

Enquires:

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