



NEWS RELEASE For Immediate Release

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Insightrix Expands Offering to Include Mobile Research

May 11, 2010 (Saskatoon, SK) - Insightrix Research Inc. is pleased to announce, OnText™, their new SMS Survey service.

The 4.1 billion mobile phone contracts world-wide illustrate one key unavoidable fact - whatever the reason, people like to use their mobile phones to communicate. In fact, they like it so much that according to the ITU World Telecommunication / ICT Indicators Database 2007, the penetration rates are around 45% for the developing world and 97% for the developed world. Furthermore, since the trend for having a mobile phone shows no indication of slowing down, we can expect the penetration levels to increase. What this means for mobile research is that the potential respondent pool is also continually growing.

SMS (Short Message Service), commonly known as "texting", has become the most globally accepted and utilized communication channel. Insightrix offers both Mobile Originated (where a participant opts in by texting a keyword to a number which triggers the question and answer session to the handset) and Mobile Terminated (where a list of participants is uploaded and the invitation is sent to their handsets). In both cases, permission is gained and granted from the participant.

"Here in Canada the opportunities for mobile research are huge. At Insightrix we have embraced mobile research as a valuable addition to our portfolio. We are particularly excited about the impact that the mobile phone can have on the Canadian voice of customer research. The technology we have in place allows people to respond - free of charge - an important contributor to maximizing engagement levels. And, mobile research is typically a highly cost-effective method for reaching our clients' target respondents - no matter how defined and focused a group they are" commented Corrin Harper, Insightrix's President. Harper goes on to say that "The pilot projects we have completed thus far are very exciting. In one project, we sent out a survey to over two hundred recipients and had a 50% completion rate within one hour. Other pilot studies are showing similar and even higher response rates."

For more information on Insightrix's OnText service, please contact Corrin Harper, President Insightrix Research Inc. at 866.888.5640 Ext. 222.

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.

