



e-Rewards, Inc. Completes Its Acquisition Of Peanut Labs

DALLAS, Texas, October 8, 2010 — e-Rewards, Inc. (“e-Rewards”), today announced the successful completion of its recently announced transaction to acquire Peanut Labs, Inc. (“Peanut Labs”). Effective immediately, Peanut Labs is a wholly-owned subsidiary of e-Rewards.

About e-Rewards, Inc.

e-Rewards, Inc., headquartered in Dallas, TX, owns Research Now, the leading global online sampling and online data collection company, recognized for delivering high-quality panellists, high response rates, and industry-leading panel retention rates. Research Now serves over 2,000 clients with a multilingual staff located in 21 offices around the globe. Visit www.researchnow.com to learn more.

About Peanut Labs

Peanut Labs enables companies to gather quality data for market research by targeted sampling of survey respondents from a large and diverse population of social media sites. Peanut Labs has grown its respondent pool from 20 million consumers in 2007 to over 240 million consumers to date. Founded in 2007, Peanut Labs has 35 full-time employees and is headquartered in San Francisco. To learn more, visit www.peanutlabs.com.

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