

Press Release

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FOR IMMEDIATE RELEASE
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DISCOVERWHY ANNOUNCES NAME CHANGE TO REACTIONS & OPINIONS INC.

BOSTON, MA, September 25, 2006: DiscoverWhy Inc., the worlds leading provider of groundbreaking "MultiMethod Market Research" and consulting, today announced that its Board of Directors has approved the change of its corporate name to Reactions & Opinions Inc., effective immediately.

Bob Scanlan, Chairman and CEO, commented, "Our success and growth in recent times is a testament to our attention to client needs and our core competency in "MultiMethod Market Research" and consulting. The Reactions & Opinions Inc. brand will continue to be synonymous with advanced technology and exceptional quality. Consolidating the company and solution identities under one brand will increase awareness of Reactions & Opinions Inc. around the world. We believe this initiative will generate considerable marketing synergies while leveraging existing presence and success."

"Our company was founded on the belief that true qualitative and quantitative market research must include sophisticated multi-phased "MultiMethod Market Research" solutions that enable organizations to more effectively understand information and data, thus turning the findings and insights into more actionable solutions that work," explained Jim Caro, Sr. Vice

President of Marketing & Sales. "Given the dynamic and highly competitive global economies and the need for products that meet exacting customer demands, the practice of utilizing market research to ensure product development, target market acceptance and market penetration is becoming routine. Reactions & Opinions Inc. is uniquely positioned to support this demand with patented market research tools and services that harness the power and flexibility of technology, while delivering our clients the right answers and telling them the reason "Why" a specific product or service offering tested best. This is an ideal time to introduce our solutions and services to a wider audience and to re-emphasize our traditional values - technology leadership, process excellence, quality, speed, effectiveness and dedication to our customers."

The company name change is accompanied by a new logo and a new redesigned website (www.reactionsopinions.com) which includes a series of new interactive presentations and demonstrations.

According to Jim Caro, Reactions & Opinions Inc. is ideally positioned to be a primary provider of "MultiMethod Market Research" solutions to companies of all sizes and industry sectors. By increasing our visibility and market impact, we remain at the forefront of establishing new and more sophisticated approaches to helping our clients drive revenue and build market share.

About Reactions & Opinions Inc.

Founded in 1997, Reactions & Opinions Inc., formerly known as DiscoverWhy Inc., is the worlds leading provider of groundbreaking "MultiMethod Market Research", improving market research efficacy by linking quantitative and qualitative research and using a combined method approach to validate and

more effectively understand the collected data for organizations of all sizes. Through our patented automated tools and methodologies, ROI has developed the most innovative market research solutions available for both online and fixed facility research - turning information into insights, and data into actionable solutions that work. The company is headquartered in Boston, MA. For additional information, visit www.reactionsopinions.com or call (617) 426-0228.

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