



FOR IMMEDIATE RELEASE

Harris Interactive® Appoints UK Sales and Marketing Director

London, 24 July 2009 – Harris Interactive®, the global market research company, today announced the appointment of Edward Chatham to the newly created position of UK Sales and Marketing Director.

Chatham's appointment is part of a major re-shaping and investment in the sales and marketing functions within the company and he will be leading the drive towards significant revenue growth.

Chatham joins Harris Interactive from iPerceptions Limited where he was European Director of Sales. He has an impressive career background spanning 19 years in media and market research, including companies such as Nielsen, BMRB and M:Metrics where he has had numerous successes in managing and implementing sales and business development strategies.

Commenting on the appointment, Robert Salvoni, Managing Director, Europe of Harris Interactive said, "I am delighted to have Edward on board. His extensive experience in the market research and sales sectors puts him in an ideal position to successfully drive forward our growth strategy."

On his appointment Edward commented, "I'm excited about joining a market leader in its field and being part of such an innovative and ambitious company."

Chatham's appointment follows Robert Salvoni joining Harris as Managing Director for Europe earlier this year to implement development strategies across the European businesses whilst managing the day-to-day operations in the UK.

About Harris Interactive®

[Harris Interactive](#) is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [Harris Interactive | Europe](#).

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