
Harris Interactive Hires Richard Scionti as Global Chief Technology Officer

Former TNS Senior Vice President to carry out new technology initiatives to drive global growth

ROCHESTER, N.Y. – April 27, 2009 – Harris Interactive (NASDAQ:HPOL), a global market research firm, today announced the appointment of Richard Scionti as Global Chief Technology Officer. He will assume his new role effective today. Scionti will have responsibility for global technology innovation including process automation and solutions development. He will also lead the company's global efforts in the social media space. "I am thrilled at the opportunity to work at Harris Interactive," says Scionti. "Harris was a pioneer in the field of online market research and I am looking forward to further build on the company's core strength so it remains a leader in innovation and generating insights for our clients."

Today's announcement is a continuation of the company's new strategic initiatives to leverage technology internally and externally to streamline operations and develop best in class solutions. Scionti is one of several new hires who bring deep technology knowledge coupled with market research experience. "We are building an exceptional team who can quickly deliver on our strategic plan. Richard is a great addition to this team," says Kimberly Till, President and CEO of Harris Interactive.

Scionti joins Harris interactive from TNS North America where he was Senior Vice President of Solutions Services. He led the software development and innovation elements of their IT organization with key achievements in client solutions, process efficiency and automation. Prior to joining TNS, Scionti was the Founder of Timbre Consulting, a strategic consulting firm specializing in strategic innovation in research and information management; he was at SPSS, Inc. as Vice President of Marketing and Product Management where he architected the launch of their successful Dimensions product line; and, he was with Research International Group, part of WPP's Kantar Group, as Worldwide Chief Information Officer, based in London, England where he was responsible for strategy and implementation of IT and applied technologies during a period of high growth for the company.

"Richard is a well respected leader of technology innovation with a strong track record of success in streamlining and automating processes and creating innovative solutions for clients. I have worked with Richard before and am very impressed by the depth of his knowledge and expertise as well as his ability to deliver on key initiatives," says Till.

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 www.harrisinteractive.com.

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