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QualVu and Confirmat Partner to Deliver Next-Generation Consumer Feedback Video Techniques within Confirmat Surveys

QualVu selected for Confirmat Marketplace; Partnership delivers first-ever means to gather consumer feedback via video, providing rich “voice of the customer” data to survey research.

DENVER, CO, OSLO, Norway– June 2nd, 2008 – QualVu and Confirmat (OSE: CONF) today announced the availability of VideoSurvey™ to Confirmat survey customers. Using VideoSurvey™, Confirmat clients can instantly integrate video “open-ends” in any Confirmat-based survey.

“This is a huge advancement in survey research,” said John Williamson, CEO of QualVu. “By simply embedding VideoSurvey™, Confirmat clients can now gain rich qualitative ‘voice of the consumer’ feedback via video. This partnership allows businesses and researchers to benefit through better research insights in a scalable, cost-effective survey environment.”

“We are really excited to be the first software provider for the Market Research and Enterprise Feedback Management industry to offer VideoSurvey™,” said Pat Molloy, Chief Strategy Officer for Confirmat. “We feel the combined solution gives Confirmat clients a more dynamic survey option than any other firm in our space, and I think this further underscores Confirmat’s leadership and commitment to innovation.”

Adding a video question to a Confirmat survey is a simple process. Confirmat clients create pre-recorded questions on the QualVu portal, and copy and paste the few lines of embed code directly within the Confirmat survey authoring environment. During the Confirmat survey, respondents can then view video questions and simply press the “respond” button integrated within the application to provide a spontaneous video answer. Respondents also have the option to answer via text-based open-end if they do not have a webcam.

“I think Confirmat’s customers will be surprised at the level of candor and richness they’ll gain through the video open-ends,” added Williamson. “VideoSurvey™ not only allows them to gather qualitative intelligence way beyond text-based options, but video can be downloaded with a click of a button so researchers can include video clips right within their reports. Even if respondents don’t have a webcam, they enjoy a more engaging and interesting survey.”

QualVu and Confirmat also announced the addition of QualVu to the Confirmat Marketplace, an initiative dedicated to providing Confirmat clients additional value through complementary products and services offered by members.

“Confirmit Marketplace leverages our relationships with companies like QualVu to provide our clients with best of breed solutions that enhance Confirmit’s leading software technology,” added Molloy. “QualVu is an innovator in video research solutions, and their platform is proven among some of the world’s leading researchers and businesses, and that was an important consideration in our selection of QualVu to Confirmit Marketplace.”

About QualVu

QualVu is the leading innovator of user-driven online video research technologies, delivering a platform to businesses and their researchers that enables them to gain rich insights into the opinions, views and attitudes of their customers and other constituents they want to reach. QualVu’s family of web-based applications delivers businesses a faster, more scalable, and more cost effective means to gain face-to-face consumer insights, and empowers businesses to make more informed and accurate decisions.

QualVu’s technologies integrate into any online environment — from web surveys, consumer diaries, online communities, ecommerce check-out surveys, and custom panels. QualVu delivers targeted solutions to business researchers from small to Fortune 100.

For more information about QualVu and its suite of video research technologies, visit www.qualvu.com.

About Confirmit

Confirmit is the world's leading provider of software for Market Research (MR) and Enterprise Feedback Management (EFM). The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Amsterdam, Sydney and Tokyo. Confirmit became a public company in December 2005, and is listed on Oslo Stock Exchange under the ticker "CONF".

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include British Airways, Countrywide Financial, Dow Chemical, Experian, GlaxoSmithKline, Halifax Bank of Scotland, Hewlett Packard, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, StatoilHydro, Symantec and Virgin Media.

For more information about Confirmit, visit www.confirmit.com.

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