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## News Release

**Attention News/ Events Editors:**

**For Immediate Release**

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### **MCLEANSVILLE MOTHER WINS A CAR BY TAKING SURVEYS**

TORONTO, March 27, 2009--- McLeansville, NC native, Jennifer Gattis beats the odds and wins a car by answering online surveys. Gattis was one of over 105 300 North Americans eligible to win. Representatives from Ipsos i-Say, a leading online market research panel will be in Greensboro on Tuesday, March 31, 2009 to present Gattis with a 2009 Toyota Prius.

With the unemployment rate reaching 8.1% in February 2009 (United States Department of Labor), people are looking for more cost-effective alternatives to replace their pricier hobbies. Many are turning to the internet. The Online Publisher's Association (OPA), a not-for-profit trade organization, reports that in *"January 2009, [there] was a boom for total time spent online...up about 12% from January 2008."* Some of the more popular activities include: watching movies, visiting social networking sites and participating in online surveys.

Online surveys present a great opportunity for people to earn rewards for their time and opinions. With an average Ipsos i-Say survey lasting between 10 and 30 minutes the rewards quickly add up. Just ask Gattis, who was selected as the winner of Ipsos i-Say's annual car giveaway.

This draw was open to anyone in the United States and Canada who was a member of the Ipsos i-Say panel ([www.i-say.com](http://www.i-say.com)) and who answered the majority of surveys offered to them for at least two quarters during 2008. I-Say's incentives package provides many reasons to join: reward points, sweepstakes and a VIP program. Ipsos i-Say is one of the largest online panels in North America.

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This event is open to the media. Photo opportunities are available. Please contact organizers to RSVP.

**Date: Tuesday, March 31, 2009**

**Time: 1:30 PM – Presentation of car**

**1:45 PM – Photo/Interview Opportunities**

**Location: RICE TOYOTA  
2630 Battleground Avenue,  
Greensboro, NC  
27408-4091**

### **About Ipsos I-Say and Ipsos Interactive Services**

Ipsos I-Say is a panel of North Americans from the US and Canada who participate in surveys. Ipsos i-Say is managed by Ipsos Interactive Services. Ipsos I-Say will award a Honda Fit next! For more information or for your chance to win go to: [www.joinipsosisay.com](http://www.joinipsosisay.com).

Ipsos Interactive Services (IIS), a division of Ipsos, is a global leader in online survey-based market research. Founded in 1998, IIS has offices in 11 cities around the globe covering all of the major European, as well as North and Latin American markets, making IIS one of the leading providers of online global market research studies through its online access panels in more than 24 countries worldwide with over 1.6 Million individual panel members. For more information go to: <http://www.ipsos-interactive.com>

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