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**Economy Chief Issue Influencing Presidential Vote,
Latest CNN/Opinion Research Corporation Poll Shows**

PRINCETON, NJ – March 17, 2008 - Opinion Research Corporation (an infoUSA Company) (NASDAQ:IUSA) today announced the results of the latest CNN/Opinion Research Corporation Poll, which showed 42% of respondents cited the economy as the most important issue influencing their decision in voting for President. Other chief considerations were the war in Iraq (21%); healthcare (18%) and terrorism (10%), with illegal immigration trailing behind (7%). The economy has grown as an issue of significance since October 2007, when only 22% of respondents cited it as the most important issue. The poll also revealed that nearly three-quarters (74%) of 515 respondents interviewed believe the economy is now in a recession, with 29% considering the downturn serious. Fifty-three percent of respondents are expecting the recession to last at least one year.

The poll was conducted via telephone by Opinion Research Corporation on March 14-16, 2008 among 1,019 adult Americans. The margin of sampling error for results based on the total sample is +/- 3.0 percentage points.

About Opinion Research Corporation

Founded in 1938, Opinion Research Corporation, an infoUSA company, helps its clients grow their business by leveraging the insights of market research. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit www.opinionresearch.com.

About infoUSA

infoUSA (www.infoUSA.com), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. infoUSA has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The infoUSA database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use infoUSA's products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. infoUSA headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To learn more about Sales Leads, click www.infousa.com. For a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.

Statements in this announcement other than historical data and information constitute forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, but are not limited to, recent changes in senior management, the successful integration of recent and future acquisitions, fluctuations in operating results, failure to successfully carry out our Internet strategy or to grow our Internet revenue, effects of leverage, changes in technology and increased competition. More information about potential factors that could affect the company's business and financial results is included in the company's filings with the Securities and Exchange Commission.