

VC South Invests in SurveyExecutives

Atlanta, GA, October 5, 2005 – SurveyExecutives, a Business-to-Business (B2B) market research panel provider specializing in online surveys, telephone surveys and focus groups, has announced an investment by VC South, an Atlanta-based private equity firm providing early-stage venture capital. Terms of the deal were not disclosed.

SurveyExecutives' services include customized surveys, market analysis, product or concept generation, customer and product surveys, competitive analysis, lead qualification, customer satisfaction surveys, brand equity surveys and focus group/round tables. Company products include benchmarking, product development, customer satisfaction/retention, employee satisfaction/loyalty and custom research. SurveyExecutives utilizes the largest proprietary database in North America – over 46 million business contacts representing 30 percent of US workforce and 75 percent of all white collar workers.

"We are pleased to invest in SurveyExecutives which helps marketing executives, research firms, HR directors and others consistently deliver better reach and higher response rates allowing for better decisions with far more data points," said Michael Price, Managing Director of VC South.

For more information on SurveyExecutives visit www.surveyexecutives.net (or for more information on VC South see www.VCSouth.com).

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