



Harris Interactive® Hires Enzo Micali as Global Executive Vice President of Technology and Operations

Former TNS Executive Vice President and Chief Information Officer to Spearhead Technology Research and Operations

ROCHESTER, N.Y. & NEW YORK, Mar 31, 2009 (BUSINESS WIRE) -- Harris Interactive (NASDAQ:HPOL), a global leader in custom market research, today announced the appointment of Enzo Micali as Global Executive Vice President of Technology and Operations. In this position Micali reports to Kimberly Till, President and CEO of Harris Interactive. He will be based in the company's New York City office, where he will assume his new role effective today.

Micali comes to Harris Interactive from TNS North America where he functioned as CIO and EVP of Operations. He brings more than twenty years of experience in technology innovation and process improvement across various industry sectors.

"With increasing volatility in today's markets, it's imperative that our technology is used as a key enabler to promote business growth. Enzo's breadth and depth of industry expertise and experience will be a key asset to us as we leverage technology, to streamline and improve our operations and create new revenue streams through product innovation and advanced methodologies," says Till. "Enzo and I have worked together before and I am pleased to have someone with his proven business savvy and execution skills as part of our senior management team."

A well known industry veteran, Micali's initial focus will be on streamlining and automating end-to-end workflows, collaborating with the Harris Center for Innovation to leverage technology to reach hard to find respondents in new places to create new revenue streams, and building a "seamless global" platform to propel and build out the infrastructure of the company. "More than any other online market research company, Harris Interactive understands the use of technology to drive business growth. This sets them apart from their competition," says Micali. "I am looking forward to my new role in helping the company redefine the market research space and respond to changing market conditions."

Prior to joining TNS, Micali was CIO for 1-800-FLOWERS.COM where he was responsible for overseeing the company's technology programs. He has also held key information technology roles at Chase Manhattan Bank and PricewaterhouseCoopers. In addition, Micali's leadership and industry expertise have garnered him several high profile awards that have recognized him as an influencer in his field that include *Computerworld's* Premier 100 IT Leader and *CIO's* Top 100 Award.

About Harris Interactive

[Harris Interactive](http://www.harrisinteractive.com) is a global leader in custom market research. With a long and rich history in multimodal research, 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.

Harris Interactive Inc. 03/09

SOURCE: Harris Interactive

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