



IMMEDIATE RELEASE

Crop Duster™ Keeping the Bugs Out...Of Your Research

East Islip, New York, September 12, 2008 - In the struggle to harvest quality data there is the never ending need to protect our data from repeat respondents. Mktg, Inc. announces **Crop Duster™**, an exciting new digital fingerprinting software that logs respondent machine characteristics.

Mktg, Inc., the company that specializes in quality online data collection, has pioneered once again with its own market research tool for capturing information on respondents who have professionalized the business of being a respondent. President Steven Gittelman, PhD, has made it clear that the company's mission is to remain informed about new techniques in quality data collection and to create them as well. Gittelman felt that the "multiple respondent" issue has become so pervasive that defensive tools are a "must have".

Mktg, Inc. plans to screen all potential survey participants approaching its website. All profiles are data based. No personal information is gathered in accordance with industry and privacy standards. **Crop Duster™** gathers information on those computers that approach the site prior to their completing a screener. Those that appear multiple times are flagged for additional analysis.

Crop Duster™ will be particularly critical in those situations where panel companies must bring in "partners" to fill hard to cull quotas. When respondents are drawn from limited geographies, are hard to get, or low in incidence, the pool of individuals dwindles and the likelihood of repeat participants accessing research sites increases dramatically. **Crop Duster™** will immediately tag such potential respondents in the pre-screening stage, keeping a real time record of their efforts to participate in research. At any time during a study repeat respondents will be subject to additional scrutiny. Researchers using **Crop Duster™** will find the reporting site particularly easy to use. As **Crop Duster™** functions during the gateway portion of research, a decision can be made to automate denial to the site or to allow respondents in for further scrutiny.

As **Crop Duster™** cannot be detected by potential respondents and does not work by the use of cookies or other customary tactics, there is no known way for repeat offenders to beat the system. All of us at **Mktg, Inc.** are excited by the addition of this new tool to our arsenal.

Mktg, Inc. has a reputation for data collection quality that now spans three decades. The firm specializes in online and telephone data collection with a particular emphasis in understanding the sampling issues that challenge market research professionals. Throughout the growth of the online universe **Mktg, Inc.**, has maintained its independence performing research on research that achieves a previously unattained level of transparency in the data collection process. Their online tool **Crop Duster™** is their latest contribution to fingerprinting technology-never again deal with duplicate respondents.