

May 13th, 2008

AFG Research Introduces Fastest, Most Cost-Effective Way to Survey the U.S. Dental Professionals.

New online omnibus service from AFG Research enables dental manufacturers and others to use product or print ad images and multimedia when surveying dental professionals.

ALAMEDA, CA – May 13th, 2008 – AFG Research, a world leader in online research for the dental industry, announced today the launch of the most flexible and cost-effective omnibus survey service available to the dental industry – the OMNIDEN™ Online Omnibus Survey.

OMNIDEN™ is a confidential research tool that lets manufacturers, advertisers, associations and others in the dental industry survey dental professionals quickly and efficiently using proven online survey methodology.

OMNIDEN™ surveys 250 U.S. dental practitioners and specialists quarterly – one of the largest survey samples available – and allows manufacturers to use comprehensive survey tools, including images and multimedia, to include as many questions as they need in each omnibus survey.

“With an online omnibus survey, the setup costs of each survey are shared among participating clients, meaning you can undertake highly effective market research at a fraction of the cost of custom surveys,” said AFG Research’s Client Development VP, Matt Davis.

“And, unlike telephone or postal mail surveys, you can incorporate images and multimedia into your questions to engage participants, generate a higher response and dig deeper into their thoughts and preferences. OMNIDEN™ makes it easier than ever to undertake everything from ad campaign tracking to product feature evaluation, as well as being extremely cost-efficient.”

Online surveys are more engaging for participants, and generate a higher response rate and more detailed responses than phone surveys – especially in the dental industry. AFG Research has found that dental professionals in the major dental markets have high rates of Internet access and are eager to participate in online surveys.

More information about OMNIDEN™ can be found at www.afg-research.com/omniden or www.omniden.com

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About AFG Research

AFG Research is an independent, full-service market research, data mining, statistical analysis and consulting organization that develops and applies advanced research and data analysis methodologies to a wide array of marketing and business problems for consumer and B-to-B companies. Find out more at www.afg-research.com

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