

For immediate release



CREOSO LAUNCHES MIXED-MODE SURVEY CAPABILITY FOR USE IN BOTH ON-SITE AND ONLINE DATA COLLECTION

PHOENIX, Arizona (August 15, 2008) -- Creoso, a Phoenix-based software developer for survey, quiz and assessment applications, announces the launch of its new product DIGIVEY PLUS™, a multilingual online survey data collection software tool. This new survey deployment tool is an addition to Creoso's Digivey Survey Software product family and lets the user administer online surveys via email invitation or through a link in a web site. Survey creation and analysis are generated with the Digivey modules Digivey Composer and Digivey Analyzer. Creoso's innovative survey solution couples leading marketing research software with advanced survey data collection technologies. Digivey Plus is available either as a subscription to a hosted service or as a software license for a Windows server throughout the US and international markets.

Creoso responded to marketing research professionals throughout many industries in developing this new software addition and its emphasis on mixed-mode survey data collection. Users benefit from mixed-mode survey data collection in several ways: Respondents can be reached on-site *or* online, results from on-site surveys as well as online surveys are available for analysis, and follow-up surveys can be administered with the one or the other survey data collection methodology. Ultimately, more and higher quality customer feedback can be gathered within a shorter time frame and with less workload. Businesses can act on the survey results with greater confidence.

According to Jakob Scherer, CREOSO's co-founder and chief of technology, "Mixed-mode data collection relies on both interactive computer-assisted data collection methodologies, on-site and online. By creating a tool that reaches across platforms, researchers are able to capture a maximum number of responses. Further reduction of workload and time plays a big role, too. Without the need to recreate the survey questionnaire, researchers simply deploy their survey projects with the one or the other data collection methodology or they can use both data collection methodologies for the same survey project. The Digivey Plus solution takes care of the design conversion automatically. Hassles with incompatible data records when using tools that are not designed to seamlessly integrate with each other are eliminated. Mixed-mode survey data collection of interactive surveys has never been so easy and affordable."

Creoso is a pioneer in interactive survey applications. Its products and services range from interactive survey software development and marketing research technology related services to product offerings that include complete handheld survey solutions, touch screen survey stations, touch screen survey kiosks, interactive information kiosks and digital signage turnkey solutions for a varied global customer base. For more information on the company visit www.creoso.com or call 602.438.2100. For more information on Digivey Plus visit www.creoso.com/digiveyplus.htm or call 866.665.0533.

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