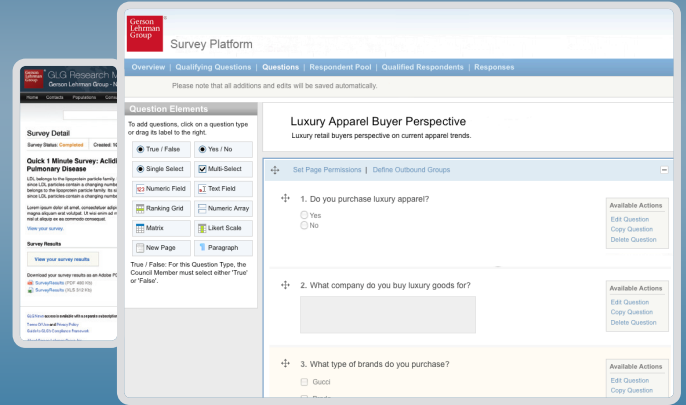


You have questions.
You need thoughtful written answers
from many relevant experts.



The GLG Survey PlatformSM

Sometimes, you have a single question. Sometimes, you have a few simple questions. Sometimes, you have many complicated questions.

The GLG Survey Platform is the written solution for all scenarios.

And because it's from GLG, dedicated research professionals help frame your questions, identify targeted populations, and decide how best to use the Survey Platform to accomplish your research goals.

What are the applications of the GLG Survey Platform?

GLG PollSM

Quickly assess a situation or test a hypothesis with one multiple-choice question

GLG Q&ASM

Develop a hypothesis and identify interesting points of view with typically fewer than five simple free-text and/or multiple-choice questions

GLG SurveySM

Thoroughly analyze a population for deep expert insights with an unlimited number of questions of any type

What sets the GLG Survey Platform apart?

GLG has helped leading clients find, engage, and manage experts since 1998 and has facilitated 1M+ expert projects while amassing 6M+ data points on its 200,000+ experts.

Flexible design supports Polls, Q&As, and Surveys of targeted populations

Track record in conducting expert surveys

Built on the world's leading compliance framework

Quick and easy follow up with respondents

Allows repeat questions or populations over time (longitudinal studies)

Opportunity for expert synthesis of results by GLG Project SpecialistsSM

Please note that synthesis by Project Specialists may be subject to a separate agreement

How does the GLG Survey Platform work?

Select Usage Scenarios

GLG Poll

A bio-tech firm announced the discovery of a new molecule that could address a genetic disorder that leads to complete vision loss. After reading the initial news in a niche healthcare journal, a GLG client could then conduct a quick **GLG Poll** of 25 specialists in the area of genetics, including scientists and doctors, to test a hypothesis on the commercial potential for this molecule.

GLG Q&A

The price of energy has been extremely volatile. A GLG client who follows oil production suppliers may want to know how this volatility could impact the suppliers' manufacturing plans for the next year. The client could execute a simple **GLG Q&A** of a few dozen experts on the oil production and supplier industries, including a few economists, in order to facilitate a larger analysis of the market. The client could then more easily develop a hypothesis on the direction of the market, and could use the responses to identify experts with whom she could deep dive on her hypothesis relative to specific suppliers.

GLG Survey

Consumers have recently adopted a new mobile phone in record numbers. Recently, a major competitor with a large installed base announced plans for a new device, which could prompt a GLG client who follows the industry to want to know both how to model the competitor's chances at regaining lost market share, and the challenges involved in introducing the new device. To achieve this goal, the client could commission a **GLG Survey** to hundreds of telecommunications and technology experts, leveraging branching logic to direct specific questions to certain respondents, to get their input on a variety of dynamics in the market.

The scenarios on these pages are not case studies. Instead, the sampling demonstrates the connectivity and potential of finding and engaging experts from the GLG Councils.

Product Features

	Number of Questions	Number of respondents	Multiple-choice questions	Free-text Questions	Follow-up with respondents	Results visibility	Access results via the Research Management Platform	Set up as recurring	Branching logic
GLG Poll	One	Unlimited	✓			1-2 hours*	✓	✓	
GLG Q&A	Typically fewer than five	Unlimited	✓	✓	✓	12-24 hours*	✓	✓	
GLG Survey	Unlimited	Unlimited	✓	✓	✓	24-48 hours*	✓	✓	✓

*Scheduled to be visible in real-time June, 2009

Please note that access to the GLG Survey Platform may be subject to a separate agreement. Please contact your relationship professional for further information.

About Us

Gerson Lehrman Group provides technology and services to support a marketplace for expertise. Since 1998, its platform for consultation and collaboration has helped the world's leading financial services firms, consultancies, corporations, and nonprofits find, engage, and manage experts in a broad range of industries and disciplines. GLG's unparalleled network of the world's leading expert consultants, known as the GLG CouncilsSM, includes more than 200,000 subject-matter experts who educate and provide insight to decision makers through a wide range of consulting methods, including telephone consultations, expert surveys, and seminars. GLG has invested in one of the world's most sophisticated infrastructures for expert recruiting and compliance.