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**NET INCOME UP 12% IN THIRD QUARTER AT OPINION
RESEARCH CORPORATION**

*Record Revenues, Cash Flow and Earnings for First Three Quarters of
2000 also Reported by Global Marketing Services Company*

Princeton, New Jersey, October 24, 2000 -- Opinion Research Corporation (AMEX: OPI) today reported record third quarter net income. In addition, revenues, cash flow and earnings for the first nine months of 2000 were better than for any comparable period in the Company's history.

For the third quarter of 2000, revenues were \$37.7 million, an increase of 9% compared to \$34.5 million for the third quarter of 1999. Net income for the third quarter was \$777,000, an increase of 12% compared to third quarter 1999 net income of \$694,000. Operating income for the current quarter was \$2.8 million, an increase of 13% compared to \$2.5 million a year ago.

Diluted earnings per share for the third quarter of 2000 were \$.16, equivalent to third quarter 1999 diluted earnings per share of \$.16.

Cash earnings per share (net income plus goodwill amortization expense after-tax) for the third quarter were \$.27 compared to \$.26 in last year's third quarter. Diluted shares for the third quarter were 4.9 million, or 15% more than the 4.3 million shares in 1999, primarily as a result of the September 1, 2000 LLR Equity Partners common stock investment. For the third quarter, EBITDA (earnings before interest, taxes, depreciation and amortization) was \$4.7 million, an increase of 15% compared to \$4.1 million a year ago.

For the first nine months of 2000, revenues were a record \$117 million, an increase of 45% compared to the first nine months of 1999 revenues of \$80.8 million. Net income for the first nine months of 2000 was \$2.4 million, an increase of 30% compared to \$1.8 million in 1999. Diluted earnings per share for the first nine months of 2000 were \$.50, an increase of 16% compared to \$.43 in the first nine months of 1999, excluding an extraordinary charge in 1999. Cash earnings per share for the first nine months of 2000 were \$.80 compared to \$.67 in the comparable year earlier period. Diluted shares for the first nine months of 2000 were 4.8 million, 12% more than the 4.3 million shares for the first nine months of 1999. For the first nine months of 2000, EBITDA was \$13.7 million, an increase of 36% compared to \$10.1 million for the first nine months of 1999.

John F. Short, Chairman and Chief Executive Officer of Opinion Research Corporation commenting on the quarter said, "The third quarter was another quarter of record net income for our consolidated operations. The third quarter was also a period of extraordinary strategic progress with the successful completion of the C/J Research acquisition and the significant

investment by LLR Equity Partners. We believe fourth quarter performance will be essentially consistent with this quarter as we continue to implement improvements to our US commercial market research operations.”

In the third quarter, revenues attributable to Internet-related projects were \$4.3 million, up 94% over the third quarter of 1999 and for the first nine months of 2000, such revenues were \$9.5 million, an increase of 61% as compared to the same period a year ago.

Opinion Research Corporation, founded in 1938, is a global commercial marketing and social research and model-based teleservices company. With offices in the United States, Europe, Asia, Latin America and Africa, the Company provides integrated marketing services to both businesses and governments in over 100 countries.

This release contains, within the meaning of the safe harbor provision of the Private Securities Litigation Reform Act of 1995, forward-looking statements that are based on management’s beliefs and assumptions, current expectations, estimates and projections. Many of the factors that will determine the Company’s financial results are beyond the ability of the Company to control or predict. These statements are subject to risks and uncertainties and therefore actual results may materially differ. The Company disclaims any obligation to update any forward-looking statements whether as a result of new information, future events, or otherwise. Important factors and risks that may affect future results are described in the Company’s filings with the Securities and Exchange Commission, copies of which are available upon request from the Company.

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