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**Votivation** Ltd.

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**Votivation Partners With Frank Luntz  
for US 2008 Election Race  
and Corporate Brand Interaction**

London, 10 March 2008 – Votivation ([www.votivation.com](http://www.votivation.com)), the online stakeholder and campaigning utility, announced today a strategic partnership with Frank Luntz and Luntz, Maslansky Strategic Research Inc. Mr. Luntz will work with Votivation, its members and clients in the lead up to and beyond the US 2008 presidential election race on corporate, political and non-profit campaigns.

Votivation's user-generated stakeholder voting platform and distributed campaigning tools offer a unique insight into the opinions of website visitors. Frank Luntz will host and contribute to the Votivation Decision 2008 voting and opinion channel and assist with the company's US and international partnership development. With people drawn from all over to this major event, set to be the most widely followed US election ever, web users will be able to contribute to and participate in a unique multi-layered dialogue with Frank Luntz, Votivation clients and each other.

Also welcoming Mr Luntz onto Votivation's Advisory Board, David Hunter the company's founder said, "Frank's unparalleled understanding of communicating with the electorate, combined with Votivation's stakeholder and campaigning tools, provide a low-risk opportunity to create significant citizen- and customer-led brand value. We are delighted to be working with Frank, his colleagues and contacts."

Commenting on the partnership with Votivation, Frank Luntz added, "Votivation's user-generated research approach is innovative and generates some interesting demand-pull perspectives on today's issues and politics. We're looking forward to driving and interpreting some unique interactions through this partnership."

The partnership will also enable Luntz, Maslansky clients to use Votivation to test new ideas and initiatives amongst target, national and global audiences.

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For further information please visit <http://www.votivation.com>, <http://www.luntz.com> and Frank Luntz's Votivation profile <http://www.votivation.com/Frank+Luntz>.

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### **Notes to Editors**

#### About Votivation:

Votivation is an innovative and unique social enterprise that connects individuals and their networks with brands - companies, politicians, charities and celebrities. It provides "bottom-up" user-generated opinion, polling and petitioning tools for customer, democratic and stakeholder engagement, thereby enabling more effective marketing, research and PR.

Through Votivation, members and clients generate instant feedback on key issues, actively harvesting, promoting and quantifying views and opinions. Votivation enables the community to 'Earn & Give', rewarding members, clients and their chosen charities, campaigns and good causes with cash and ongoing revenue shares. Membership of Votivation is free.

#### About Luntz, Maslansky Strategic Research:

Luntz, Maslansky delivers a unique combination of strategic communications and market research as the only market research firm in America that truly specializes in language. Whether using surveys, traditional focus groups, or Instant Response dial sessions, Luntz, Maslansky finds the exact words and phrases that make a real difference.

Our language is effective in both the political sphere and the corporate world. We help our clients speak in the language of their target audience – whether they are constituents or consumers. By treating communication as a two-way street, by listening before we speak, our messages have a proven record of success in both the political and corporate arenas.