



For Immediate Release:

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**NATIONAL JOURNAL GROUP ANNOUNCES PARTNERSHIP
WITH [POLLSTER.COM](http://Pollster.com)**

Mark Blumenthal and Charles Franklin to provide data and analysis heading into 2008 elections

WASHINGTON — National Journal Group, Washington's leading publisher of political and policy news and analysis, announced today a strategic partnership with Pollster.com's Mark Blumenthal and Charles Franklin. Mark Blumenthal is the editor and publisher of Pollster.com and a former partner in the polling firm Bennett, Petts & Blumenthal. Charles Franklin is a professor of political science at the University of Wisconsin and co-founder and regular contributor to Pollster.com.

Under the agreement, Blumenthal and Franklin will write a regular column for National Journal Group and will provide content from Pollster.com to bolster the various in-house polling resources within National Journal Group publications. The polling data will be incorporated throughout the various publications and on NationalJournal.com, and will provide readers with access to a wealth of polling data and analysis on key political topics.

"Mark and Charles have a strong reputation for providing up-to-the minute polling data and astute analysis on key political issues," said Suzanne P. Clark, president of National Journal Group. "We are excited to be working with them and to add their expertise and depth of knowledge to our polling operation. This election season, polling information on the candidates from the primary states, on key issues across the country, and on highly contested congressional contests will prove an even more valuable resource for our readers."

"We believe our partnership with National Journal Group will further advance Pollster.com's mission of providing an informed and critical context for understanding polling results," said

Mark Blumenthal. "The resources of the National Journal Group's premier publications will help further our efforts to create unique graphics and commentary that unlock the mysteries of public opinion polling."

The partnership, announced today, is expected to officially begin this week, when information from Pollster.com will be integrated into National Journal Group publications and the new column will appear.

Pollster.com is a Weblog that provides an extraordinarily well-informed and critical forum for understanding contemporary public opinion research and poll results. Pollster.com provides commentary on survey methodology and the interpretation and reporting of survey findings. Earlier this year, Blumenthal and Franklin were awarded the 2007 Warren J. Mitofsky Innovator's Award by the American Association for Public Opinion Research (AAPOR), which recognizes accomplishments in public opinion and survey research.

Since 1969, National Journal Group has provided "insight for insiders" through nonpartisan publications that cover all the power players in Congress, the executive branch, the lobbying world, and beyond. National Journal Group properties include *National Journal*, *CongressDaily*, *The Hotline*, *The Almanac of American Politics*, and *NationalJournal.com*.

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