



## NEWS RELEASE

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For Immediate Release

### **My InnerView and National Research Corporation Enter Into Definitive Merger Agreement**

WAUSAU, Wis., Dec. 3, 2008 – My InnerView today announced it has entered into a merger agreement with National Research Corporation (NASDAQ:NRCI), uniting two market leaders to provide senior care and healthcare organizations and their patients with critical solutions, research, and performance measurement.

National Research Corporation, headquartered in Lincoln, Nebraska, is a leading provider of performance measurement, improvement services and governance education to the healthcare industry in the United States and Canada. Under this merger, My InnerView and National Research Corporation will offer tools, services and research to providers across the entire care continuum.

Neil Gulsvig, president, chief executive officer and co-founder of My InnerView, said “This relationship will enable My InnerView to enhance the products and services we provide to our clients in senior care services. The ability to combine the knowledge that National Research Corporation brings in the acute care sector with the knowledge that My InnerView brings in the senior care sector should promote a much better understanding of the needs, expectations, and satisfaction of those accessing healthcare services from birth through the continuum of senior care services.”

Commenting on the acquisition, Michael D. Hays, president and chief executive officer of National Research Corporation, said, “My InnerView’s holistic strategy to help customers understand what and how to improve a senior care organization has made the company the market leader in senior healthcare. We believe that no other business comes close to providing organizations the depth of resources and insight to create high-performing environments with satisfied customers and associates as My InnerView.”

Founded in 2001, My InnerView will remain a Wausau, Wisconsin-based organization with its current associates joining the National Research Corporation family. Neil Gulsvig will remain president of the organization and co-founder Janice Gulsvig will remain chief operating officer.

“Our commitment to the senior care profession remains steadfast,” said Gulsvig. “Our relationship with our customers, state associations and key stakeholders will not change. We are committed to providing evidence-based solutions to the senior care profession.”

*My InnerView provides senior care leaders with progressive thought leadership, groundbreaking professional research and initiatives, unparalleled experience and OPIS—the one whole solution for organizational performance improvement. Additionally, My InnerView maintains the profession’s largest private database of employee and customer satisfaction metrics. For more information, visit [www.myinnerview.com](http://www.myinnerview.com).*

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