



Press Release

Ipsos acquires two specialized research companies in the United States and creates a joint venture in Indonesia

Paris, March 18, 2008 – Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the acquisition of two companies:

- Monroe Mendelsohn, a leading independent media, marketing and opinion research company in the US;
- Forward Research, one of the strongest US based agencies specialized in Research for agricultural and animal healthcare industries

Furthermore, Ipsos announces today the creation of a joint venture in Indonesia.

ABOUT MONROE MENDELSON

Monroe Mendelsohn Research was founded in 1958 by Monroe Mendelsohn and acquired in 1978 by Walter McCullough, its current President and CEO, from whom Ipsos will be acquiring 100% of the shares of the company and its subsidiary, Mendelsohn Media Research.

Its subsidiary, Mendelsohn Media Research, is one of the leading independent media research companies in the US. With its key product, The Mendelsohn Affluent Survey, it delivers highly valuable syndicated audience, purchasing and behavioral information for firms targeting wealthy households. The company is the leading supplier in the niche affluent market. It also conducts a very substantial number of custom media research projects.

The new company which will be renamed Ipsos Mendelsohn, has developed strong relationships with hundreds of clients including many advertising agencies, advertisers and media owners. Among its major media clients are Conde Nast, Time Warner and Dow Jones. Its major advertising agency clients include Publicis, WPP, Havas, Omnicom, Aegis, and a larger number of other both large and small agencies.

Monroe Mendelsohn employs more than twenty people in its New York City offices, and in 2007 had sales of over \$10 million dollars.

Richard Silman, CEO of Ipsos MediaCT, said: “The United States is the most important media market in the world. It was therefore important that Ipsos have a media presence in this country. The acquisition of Monroe Mendelsohn will bring us expertise in the affluent market, and enable us to develop our business in audience measurement and production of market consumption information in this country.

Walter McCullough said: “Becoming part of Ipsos will allow Monroe Mendelsohn Research to expand its offerings to its clients in many ways. Ipsos' emphasis on innovative and quality research is a perfect match for Monroe Mendelsohn Research since we are a company that stresses such qualities in all our work. Ipsos' experience in all parts of the world will also provide Monroe Mendelsohn with invaluable insights about the value of other research approaches.”



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ABOUT FORWARD RESEARCH

Forward Research was founded in 1997 by a team of experienced and well known researchers.

The executive team, from whom Ipsos acquired 100% of the share capital, is comprised of two of its original founders: Richard Homans, President, and Greg Deters, Vice-President, and a third partner Mark Golde, Vice-President.

Forward Research which specializes in Research for agricultural and animal healthcare industries is considered as one of the strongest US-based agencies in terms of market expertise, research methodologies and market presence.

Forward Research has positioned itself around high added value products designed especially for the agricultural and animal healthcare industries and for Human health, no-farm pest control products and B to B. Its clients include BASF, Bayer, Eli Lilly, Merial, Novartis, Monsanto, Pfizer, and Syngenta.

The company delivers market research, with both quantitative and qualitative expertise, and it has particular strengths in product design and development, pricing, positioning studies and advertising testing that involve the use of its proprietary on-line panels.

Forward Research, employs 18 people in its St. Louis offices, and recorded revenue of 7 million dollars in 2007. Combined with the Ipsos' existing agrifood business in North America, Ipsos expects to further develop this growing activity in North America and globally in the years to come.

Gary Bennewies, Canadian country manager and leading expert in agrifood research, said: "We are pleased to welcome Forward Research in the Ipsos group. Agrifood and Health industries are two rapidly growing sectors due to the increasing demand for biofuels, equipment and farm inputs, and the increasing consumer spending on pet care products. The expertise of Forward Research teams will bring many valuable business opportunities to Ipsos in North America and around the globe."

Richard Homans said: "I am excited to be combining Forward's strength in agricultural and animal healthcare research with the capabilities of Ipsos. By leveraging Ipsos' existing business and its global infrastructure, we will be able to provide research to the worldwide agribusiness and animal health industries that matches their geographic breadth. Our North American clients will also benefit from the many capabilities that Ipsos has developed. These cannot be equalled by independent research companies specializing in this market. The combination should be a great value to us all."

ABOUT IPSOS INDONESIA

Ipsos together with the local partner Iwan Murty creates a joint-venture to develop an activity of business management consulting in the Indonesian market.

Ipsos will hold 60% of this structure which will be based in Jakarta.

Iwan Murty has over 15 years experience with TNS and Research International in Indonesia and Australia markets. He has opened his own data collection company, Central Data, which has subsequently grown to be the largest independent supplier of data collection services in Indonesia, and the main supplier of quality fieldwork to a number of international clients including Unilever.



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Until now Ipsos had no presence in Indonesia, where the research market is rapidly growing. It is estimated in 2007 at USD 46 millions, a growth of 25% compared to 2006.

Richard Mecchi, CEO of Ipsos in Asia-Pacific said “The presence of Ipsos in Indonesia was necessary both in terms of servicing large Ipsos clients in the country such as Unilever, L’Oréal and Danone and in terms of being competitive on large regional tenders and mandates. We are delighted to work with Iwan Murty who is a well-known and respected professional.”

Iwan Murty said: “We are very happy to be part of Ipsos’ Global Network. Ipsos’ strong global products and focus on marketing and advertising research, combining with our local knowledge, will benefits our clients. Some of our clients have been looking forward to welcoming Ipsos to the Indonesian market. Powered by its fresh approaches, we are looking forward to making Ipsos Indonesia a major player in the Industry”

ABOUT IPSOS.

Founded in Paris, France, in 1975, Ipsos is the only independent, publicly-listed research company that is controlled and managed by research professionals. Ipsos ranks third among global survey-based research companies, focusing on five core specialisations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research.

With an effective presence in 55 countries, Ipsos conducts research in more than 100 countries.

Working both on global scale and local markets, our expert teams give our clients the strong benefit of high value-added business solutions including qualitative, forecasting, modelling, market knowledge and consumer insights. The company has been publicly traded since 1999. In 2007, Ipsos generated global revenues of 927, 2 million euros (\$1, 270 billion USD).

Ipsos announces today separately its 2007 Financial Results