



THOMSON REUTERS

## Press Release

### Ipsos and Thomson Reuters become partners to provide intelligent information in the world

**Paris, March 19, 2009** – Ipsos and Thomson Reuters announce today that they have entered into a relationship to provide regular intelligent information about behaviours, attitudes and opinions of consumers and citizens.

Ipsos and Thomson Reuters will undertake regular multi-country polling on a wide-range of topics including consumer attitudes and issues, economic confidence, product and service ratings, and other timely occurrences in geopolitics and policy developments, all of which will be reported on by Reuters.

With aggressive advances in technology, and the global reach and coordination of Ipsos offices and operations in 64 countries around the world, rapid turnaround market and opinion research takes place on behalf of Ipsos clients in 100 countries on an annual basis.

“We believe our two companies can bring to bear enormous resources that will regularly take the pulse of countries that comprise 75% of the world’s GDP” said **Darrell Bricker**, President and CEO of Ipsos Global Public Affairs. “Our combined ability to collect and disseminate knowledge to people, market professionals, decision makers and organizations around the world will make our relationship valuable and exciting” he said.

“At a time when drastic upheaval and change is affecting populations all around the world, this polling will provide critical analysis and insight into the level of confidence among citizens and consumers on issues ranging from geopolitics to the economy, and will provide Reuters with important data to both explore and report on,” said **Richard Baum**, Global Editor, Consumer Media, Thomson Reuters.

#### ***About Thomson Reuters***

Thomson Reuters is the world’s leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world’s most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people in 93 countries.

**Ipsos released its 2008 FY results on March 18, 2009.  
The analyst presentation is available on [www.ipsos.com](http://www.ipsos.com)**



## Nobody's Unpredictable

'Nobody's Unpredictable' is the Ipsos signature.

*Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.*

Listed on Eurolist by NYSE - Euronext Paris,  
Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System.

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