



Ipsos-RSL

Press Release

Ipsos acquires Australian market research company

Ipsos has continued its investment in the Asia-Pacific region, with the acquisition of Marketing for Change*, the Sydney based market research company. Marketing for Change, now re-christened Ipsos-MfC, was founded in 1989, will continue to be managed by its principals, Patricia Rose and Keith Spencer. The company is particularly renowned for its expertise in advertising research, tracking and innovative design and solutions.

Present at the signing at the deal in Sydney were Christian Lamolinerie, Director General of Ipsos, Dawn Mitchell, Executive Vice President of Ipsos responsible for the region, Ian Muir, Chairman of Ipsos Australia and Karl Rosenberg, Regional Director of Ipsos-Far East.

Dawn Mitchell said 'I am delighted that Patricia and Keith have chosen to work with us, and that our world-class Asia Pacific team is coming together with such highly experienced and innovative people.'

Patricia Rose said 'The advantage to us will be combining the benefits of Ipsos global knowledge with the advantages of our personal client servicing.'

Karl Rosenberg said 'Not only does this extend Ipsos global coverage, in response to the needs of our global clients, but the quality and professionalism of our new colleagues will enhance the senior level servicing capacity across the whole of our region.'

ENDS

12 March, 1999

Notes to Editors:

1. For more information contact Dawn Mitchell at Ipsos-RSL - Tel: 0181 861 8000
2. * Marketing for Change has a turnover of \$A 1.8million (£750,000). Their clients include Colgate Palmolive, Kimberley Clark and Bankers Trust.
3. Ipsos is the fastest growing name in market research. Ipsos, founded in France in 1975, has grown into an international research group incorporating leading research companies in Europe, the United States of America, Latin America, the Middle East and Far East. They provide full service research, offering both qualitative and quantitative facilities in the local markets as well as international co-ordination.
4. The UK company, Ipsos-RSL, is a flagship company within Ipsos and one of Britain's original market research agencies. Ipsos-RSL retains the best of the traditional values, combined with a very modern approach to providing quality research.

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