



News Release

Ipsos launches new website and ad campaign « Nobody's Unpredictable » becomes company's new signature

Paris, February 3, 2003. Ipsos co-chairmen, Jean-Marc Lech et Didier Truchot, are pleased to announce the unveiling of two major corporate initiatives for 2003: the company's first bilingual website, and the introduction of a new, global advertising campaign, « Nobody is Unpredictable. »

The new '**ipsos.com**' is the company's corporate website, and can be found at www.ipsos.com. Whether you are a marketing research client or prospect, reporter or financial analyst, the site is the ideal place to learn more about Ipsos – in English or French. It contains historical and financial information, Fast Facts, public opinion polls from around the world, the ability to subscribe to new job postings and News Alerts, and links to Ipsos member company websites.

And to simplify navigation, visitors can travel along two distinct streams : by **Research Speciality** (Marketing, Advertising, Media, Public Opinion, or Quality and Customer Satisfaction research) or **Geography** (Europe, North America, Latin America, the Middle East, or Asia-Pacific).

« The website is the window onto our world, » said Lech, who also inspired the company's new advertising campaign. « Whether it's for brands, companies or institutional clients, we know how the marketplace is changing. Our job is to explore, probe and challenge conventional wisdom. »

« Nobody is unpredictable » is the new Ipsos signature. It assures clients that Ipsos understands the dynamics of their markets and that we will deliver the insight needed to give them a leading edge, added Lech, who joined company founder Truchot in 1982. The company's new ad campaign can also be viewed from the homepage of its website at www.ipsos.com.

«Although our advertising may have changed over the years, we have never wavered from our business strategy of focusing solely on survey-based marketing research, » Truchot said. « We assess market potential and interpret market trends. We test products and advertising, and help our clients build long-term relationships with customers. We study audiences and their responses to various media. We measure public opinion around the globe. »

Ipsos, which was established in France in 1975, has grown into a major worldwide research group, incorporating leading research companies in Europe, North America, Latin America, the Middle East and the Asia-Pacific. Today, member companies serve major international clients, as well as national customers in their home markets. The company employs 4,000 research professionals and support staff in 35 countries around the world.



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Nobody's unpredictable

« Nobody's unpredictable » is the new 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.

Since July 1, 1999, Ipsos has been listed on the Nouveau Marché of the Paris Stock Exchange, and is part of SRD, SBF 120 Index and Next Prime Index.

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