



FOR IMMEDIATE RELEASE

31 May 2012

Ipsos Hong Kong wins Marketing Magazine's Market Research Agency of the Year 2012 Award

Leading global market intelligence market research firm Ipsos has been ranked again as the number one market research company as part of Marketing Magazine's Agency of the Year 2012 survey. This award represents a prominent ranking in Hong Kong and is based on selection by a judge panel of senior client-side marketers on which research agencies they would most likely hire to manage their business.

Representing some of the biggest spending advertisers in the region across multiple categories – including automotive, consumer electronics, FMCG and hospitality - the panel sees decades of combined experience across all the marketing communications services under assessment.

Darlene Lee, Managing Director for Ipsos Hong Kong, said: "Our commitment to innovation *means the HK team proactively looks for ways to* streamline and add value to the great work that we produce for our clients. We are *honored and* delighted to have won this award and such recognition will inspire us to even greater lengths in 2012 and beyond."

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For more information on this news release, please contact:

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About Ipsos in Asia Pacific

Founded in Paris, France, in 1975 and publicly-listed in 1999, Ipsos is the only independent research company that is controlled and managed by research professionals.

Ipsos acquired Synovate in Oct. 2011 and together they rank 3rd in the global market research industry, employing 16,000 employees, servicing 5,000+ clients, conducting 70+ million interviews per year, and executing 100,000+ annual projects across 84 countries.

Ipsos in the Asia Pacific region includes Greater China, North East Asia, South East Asia, India, New Zealand and Australia. Ipsos now have more than 4,000 full-time professional staff located around Asia Pacific and we are rapidly expanding this network.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.