



## Ipsos North America

### **Cable and satellite programming research veteran joins Ipsos**

#### **Lynne Bartos to join marketing research firm's technology and communications team**

**New York, NY, January 23, 2003** – Ipsos, the world's third largest survey-based marketing research firm, today announced that Lynne Bartos has joined the company. Based in Chicago, she will assume the new role of Senior Vice-President, Client Development, in the Technology and Communications sector of the company's U.S. Services Division. She joins Ipsos from the advertising agency Draft Worldwide, where she was Executive Vice-President, Director of Strategic Planning & Research, for the past four years.

Bartos has a solid research background, including supplier, client, and advertising agency experience, and a strong position in the cable and satellite programming business. At Draft her clients included Sprint PCS, Cadillac, Monster.com, and Takeda Pharmaceuticals. Prior to joining Draft, she was the Director of Marketing Research at Primestar, a satellite TV provider subsequently acquired by DirecTV, and prior to that spent five years as manager of marketing research at HBO. She began her career as a researcher at Burke and also worked for PERT Survey Research.

"Lynne will play a national role in developing a broader client base and profile in the cable, broadband and telecommunications portion of this sector," said Tom Neri, president of the company's Services Division in the U.S. "The addition of this senior position reiterates our commitment to develop and expand our key sector business and expertise aggressively, to seek out the best people available, and to stake a competitive, high profile position in the market in our key sectors."

A native of the Pittsburgh area and graduate of Bowling Green State (OH) University, Bartos has worked in Cincinnati, Hartford, New York, Philadelphia and Denver. She has lived in Chicago the past four years.

#### **About Ipsos in North America**

With more than 3,000 professionals and field staff in North America, Ipsos offers a full suite of research services, guided by industry experts and bolstered by advanced analytics and methodologies in advertising, marketing, public opinion and customer satisfaction research,

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as well as forecasting and modeling. Revenues from its North American operations account for more than 40% of total revenues worldwide for the Paris-based company. Member companies in the U.S. include **Ipsos-ASI**, the Advertising Research company, **Ipsos Public Affairs**, and **Ipsos-Novaction** and **Ipsos-Vantis**, specialists in forecasting, modeling and consulting.

Its marketing research division offers custom and syndicated research products and services, including concept and product testing, attitude and usage studies, omnibus surveys, tracking systems, brand loyalty, volume forecasting, marketing models, and advanced analytics. Ipsos collect data by mail and phone, through the Internet and in person, and through large pre-recruited consumer panels.

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