



LEADING SURVEY-BASED MARKETING RESEARCH GROUP LAUNCHES NEW U.S. COMPANY

Ipsos-Insight aims to take bigger slice of \$6 billion MR pie

NEW YORK, April 9, 2003 – The Ipsos Group today announced the launch of Ipsos-Insight, the Group's flagship U.S. company specializing in marketing research for domestic clients as well as U.S.-based multinationals.

The new company brings together the staff, capabilities, products and services of Ipsos-NPD (founded in 1953) and Ipsos-Reid (created in 1979) into one organization in the U.S.: Ipsos-Insight. "Effective immediately, all marketing research services in the U.S. will be marketed under the Ipsos-Insight name," said Rupert Walters, President and COO of Ipsos North America.

The Ipsos Group is the world's second largest survey-based marketing research company with annual revenues in excess of \$500 million. It was cited as the fastest growing marketing research company in the U.S. between 1996 and 2001 by the influential newsletter, Inside Research.

"Ipsos-Insight's talented researchers are among the best in the business. They transform information into the insight clients need to make smart business-building decisions," said Lauren Demar, President of Ipsos-Insight's Consumer Products division.

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In addition to providing marketing research services, Ipsos-Insight will also serve clients as a portal to Ipsos specializations in advertising research, global research, public opinion research, customer and brand loyalty research, and forecasting and modeling.

“As a client, you will benefit not only from Ipsos-Insight’s deep industry specialization but also receive access to some of the best diagnostic and predictive tools in the research industry available through our member companies,” added Tom Neri, Co-President of Ipsos-Insight’s Consumer Services division.

“Another tangible client benefit of the new organization is access to the premier suite of data collection, syndicated and omnibus research services offered by Ipsos around the world,” said Lynne Armstrong, Co-President of Ipsos-Insight’s Consumer Services division.

For example, Ipsos-Insight clients can choose from:

- A total of 4,000 researchers, client service and field staff located around the world. U.S. office locations include New York, Washington, D.C., Cincinnati, Chicago, Minneapolis, Houston, and San Francisco.
- A solid and integrated data collection and client service infrastructure. In the U.S. alone, Ipsos operates more than 1,100 Computer Assisted Telephone Interviewing (CATI) stations and has close to 2 million individuals who routinely participate in surveys and polls through the company’s various panels, including longitudinal behavioral tracking of purchase and usage.

- The largest provider of advertising pre-testing services in the world in Ipsos-ASI, The Advertising Research Company.
- Proven forecasting accuracy and a comprehensive suite of advanced analytic tools offered by Ipsos-Novaction and Ipsos-Vantis, with over 30 years of expertise in new product forecasting and advanced marketing modeling.
- Global research capabilities through the Ipsos network of companies located in 35 countries around the world. Ipsos companies conducted more than 6 million interviews in 2002.
- Quick turnaround telephone, Internet, panel and omnibus surveys.
- Respected syndicated publications and reports such as *World Monitor*, *The Ipsos/Cook Political Poll*, *The Face of the Web*, *BookTrends* and *PharmTrends*.
- And, Ipsos-Public Affairs, a non-partisan, objective public affairs research organization made up of Democratic and Republican campaign and political polling veterans.

About Ipsos 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, customer loyalty research, as well as forecasting and modeling. Member companies also offer a full line of custom, syndicated, omnibus, panel, and online research products and services. The Ipsos Group is the second largest-survey based marketing research company in the world.

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

For more information please contact:

Rupert Walters,

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or visit: www.ipsos-insight.com

BACKGROUNDER:

Ipsos Group Fast Facts:

- Founded: 1975 by Didier Truchot
- Rank among global survey-based research companies: 2
- Total Revenues in 2002: \$509 million (or 538.5 million euros)
- Number of countries with Ipsos offices: 35
- Total number of countries in which Ipsos conducts research: 100+
- Number of full-time Ipsos employees: 4,000
- Number of clients around the world: 4,500+
- Interviews conducted each year: 6 million

Ipsos in North America Fast Facts:

- Companies: Ipsos-ASI (1962), Ipsos-Novaction (1972), Ipsos-Vantis (1990), Ipsos-Public Affairs (2000), and as of April 2003, Ipsos-Insight.
- Employees: 3,000 researchers, field and support staff
- Business-to-business interviewers: 140
- Panels: The Ipsos Online Panel consists of over 800,000 panelists from around the world (with access to nearly 2.5 million individuals). The Home Testing Institute (HTI) Panel comprises 400,000 U.S. households (over 1 million individuals). The American Shoppers Panel comprises 16,000 households who record monthly purchasing in a diary of selected categories.
- Offices: New York, Long Island, Norwalk (CT), Washington D.C., Chicago, Greensboro (NC), Cincinnati, Minneapolis, Houston, San Ramon (CA), San Francisco, and seven locations in Canada.
- Total revenues for Ipsos in North America in 2002 were \$211 million, up 23% from \$172 million in 2001.

Ipsos-Insight can also facilitate clients' access to other Ipsos companies, including:

Ipsos-ASI: The largest producer of advertising pre-testing services in the world. Ipsos-ASI offers a full range of advertising research tools to help our clients make the best decisions at all stages of the advertising development process and to maximize the return on their advertising investment. Its products include advertising testing (for storyboards, television, and print advertising), tracking (continuous and wave), and brand equity research.

Ipsos-Novaction: A leading international marketing consulting group with over 30 years of experience in 55 countries. It helps leading FMCG manufacturers increase their sales, market share and profits through optimizing new product ideas and core brand strategies. Services offered include concept development, new product forecasting, restage evaluation, and marketing mix analysis.

Ipsos-Vantis: A recognized leader in research-based marketing and product development consulting for companies in the services and durable goods sectors. Its unique and comprehensive system forecasts the sales potential of new and restaged initiatives, identifies key drivers of demand and optimizes product offerings for profit – all prior to market entry.

Ipsos-Public Affairs conducts strategic research initiatives for a diverse number of U.S. and international organizations. Their studies are based on opinion research, including public opinion, as well as elite stakeholder, corporate and media opinions. Whether clients want to include a public affairs dimension to their market research, conduct a public affairs-only study, or simply get quick answers to pressing questions, Ipsos Public Affairs has the capabilities to deliver exactly what is needed.