



Financial Services Veteran Joins Ipsos

Greg Mahon to lead market research firm's financial services team in the U.S.

New York, NY, September 25, 2003 - Ipsos is pleased to announce the appointment of financial services industry veteran Greg Mahon as Senior Vice President of the company's Financial Services team in New York.

Mahon joins Ipsos, the second largest survey-based research company in the world, from the Canadian Imperial Bank of Commerce, where he was Vice President in charge of sales and marketing efforts for the Amicus ATM business. In his new position, Mahon will lead the U.S.-based business of Ipsos' financial services team. He will be based in New York and report to Tom Neri, President of Ipsos-Insight Service's, Health & Technology marketing research division.

Mahon has over 15 years business experience including 11 years experience in sales/marketing roles within financial services corporations. Most recently, as Vice President at CIBC, Mahon was successful in developing and implementing a strategy that created the 4th largest ATM network in North America. Prior to CIBC, Mahon worked at the Catalina Marketing Corporation, and prior to that, spent eight years at American Express.

"Greg will play a critical role in building client satisfaction and creating strategies which accelerate growth in Ipsos' financial services sector," said Neri. "His addition to the financial services team in the U.S. 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 New York and a graduate of Ramapo College of New Jersey, who originally started his career in market research, Mahon has come full-circle in his return to supplier research.

"I joined Ipsos because I thought there was an excellent opportunity for a market research company to take a leadership position within the financial services business sector," Mahon said. "Plus, Ipsos is the fastest growing market research company in the country with tremendous upside and potential for both its clients and staff as well."

For more information on this press release, please contact:

Greg Mahon
Senior Vice President, Financial Services
Ipsos-Insight
646.364.7570
greg.mahon@ipsos-na.com

About Ipsos-Insight

Ipsos-Insight is a member of the Ipsos Group, the second largest survey-based marketing research company in the world. As the company's flagship marketing research division, Ipsos-Insight provides custom and tracking research to domestic clients as well as U.S.-based multinationals. Ipsos-Insight specializes in research for the Consumer Products, Technology & Communications, Financial Services, and Health industries, to name a few. It also acts as the portal to other Ipsos specializations including advertising research, forecasting, modeling, global research, public opinion research, and customer loyalty research. Let Ipsos-Insight client service representatives help you access more than 4,000 Ipsos research professionals and field staff located coast-to-coast, and around the world. To learn more, please visit: www.ipsos-insight.com/



About Ipsos

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.