



Ipsos Revamps Its Online News and Polling Center

U.S. Election 'News You Can Use' Just A Click Away

Washington, DC, August 31, 2004 — Ipsos is offering a \$29-limited-time subscription package that offers visitors to its news and polling website complete access to the latest Public Affairs polling data, research, commentary and analysis of this year's U.S. elections.

From now until November 12, subscribers to the Ipsos News Center will also receive:

- Candidate head-to-head tracking
- Candidate images and perceptions
- Consumer attitudes and political measures
- Context and background of election strategy
- Detailed survey results with key demographic data
- Examination of the vote by region and subgroups
- Election wrap-up analysis by electoral college and popular vote.

"The Associated Press/Ipsos Public Affairs tracking polls have offered readers an early warning on developments such as the effect of the Bush/Cheney campaign targeting Midwestern swing states, improving consumer confidence scores, and the Democratic convention's focus on Kerry's war record over domestic policy issues," said Thomas Riehle, President of Ipsos Public Affairs.

"Now the race begins in earnest, and the regular political tracking polls, as well as the wealth of other polling on the website, offer subscribers the ability to understand first how attitudes are changing and why," Riehle added. "In such a closely-contested Presidential contest, everyone needs their own pollster, and we tell people that Ipsos can be their pollster."

Visitors who require more can sign up for an annual subscription for \$69 and receive online access to the very latest in public opinion, marketing research, and consumer trends across a multitude of sectors, including:



- The US election (see above)
- Detailed data on — and exclusive analysis of — the issues of the day
- Immediate email notification of — and unlimited access to — breaking news, research and insight
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For more information, please contact:

Thomas Riehle
President, Ipsos Public Affairs
202.463.7300
thomas.riehle@ipsos-na.com

Ipsos In North America

Ipsos is the fastest growing market research company in the U.S. and among the most trusted research brands in North America. With more than 1,300 professionals and support staff in the U.S and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, and public affairs research, as well as forecasting and modeling. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Ipsos conducts polling on behalf of The Associated Press, the world's oldest and largest news organization, *Business Week*, and the young voters poll for *Newsweek.com*.

Ipsos Public Affairs, headquartered in Washington D.C., is a non-partisan, objective, survey-based research company made up of campaign and political polling veterans as well as seasoned research professionals. The company conducts strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research but often elite stakeholder, corporate, and media opinion research. It has offices in New York City, Chicago, San Francisco, and Washington, with affiliates around the world.



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