



Pharmaceutical Research Veteran Joins Ipsos

Jim Douglass Appointed General Manager of Health Market Research Division

September 22, 2004 New York, NY – Ipsos today appointed James B. (Jim) Douglass to lead its North American Health Division, which specializes in conducting both custom and syndicated physician, patient, and animal health research.

Douglass joins the company with over 10 years of senior executive experience. Prior to joining Ipsos, he was the General Manager of Information Services and CIO of IMPATH, Inc., a cancer information company. Douglass has also been the proprietor of Douglass Associates, a consulting practice providing services to sales and marketing organizations within the pharmaceutical industry, and held General Manager positions with both NDC Health and IMS America (now IMS Health).

In his new position as Senior Vice President and General Manager, Douglass will develop Ipsos' expertise in the health industry in North America as well as lead a specialized team dedicated to bringing insights to clients in the pharmaceutical industry. He currently works out of Ipsos' headquarters in New York, but will be moving to the company's new Parsippany, New Jersey office when it opens in December this year. The Health Division is part of Ipsos-Insight, the company's marketing research flagship.

"Jim's extensive background and proven skills as a leader and senior executive make him eminently qualified to serve as Senior Vice President and General Manager of our growing Health division," said Tom Neri, President of Ipsos-Insight Services, Health & Technology and Ipsos Loyalty in the U.S. "He joins the company with a proven record of expanding business opportunities, developing innovative strategies, and a wealth of experience in the health care industry."

Douglass holds both a master's degree and a doctorate in applied statistics and research design from Michigan State University, and a BA in mathematics, also from Michigan State University.

"This represents a unique opportunity to be a part of a customer-oriented and dedicated service within one of few truly global survey-based market research organizations," Douglass said. "It's exciting to be a part of a division which has carved out a strong industry niche based on deep product and therapeutic knowledge combined with global research capabilities. When you factor in the expertise and reach of other Ipsos member companies, we believe Ipsos can be one of the top Health and Pharmaceutical research providers in the world."

For more information on this press release, please contact:

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About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and reactions of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

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The company's Health Practice provides custom and syndicated research to prescription and non-prescription drug manufacturers as well as biotech and healthcare providers. Visit www.ipsos-insight.com/health to learn more about the Ipsos Health Practice.