



Consumer Packaged Goods Expert Joins Ipsos Leadership Team

John Carter Joins Ipsos-Insight, Consumer Products Division

November 1, 2004, New York, NY — Ipsos is pleased to announce that accomplished marketing professional John Carter has joined the company's Consumer Products Division in New York as Vice President.

Carter joins Ipsos, the fastest growing market research company in the U.S., from A&G Research, where he had been a Vice President for the past two years.

Carter has over 20 years of marketing research, marketing, and general management experience. He started his career with Maritz Market Research, followed by a long tenure at Unilever Bestfoods, where he became the Marketing Research Director for Bestfoods Asia. Carter gained broad experience in Asia, first serving as a regional marketing director and then as General Manager for Bestfoods Singapore. After more than five years abroad, he returned to the U.S. as Vice President, Marketing, for Unilever Bestfoods. Carter then returned to his research roots at A&G Research.

Carter, who will be based in Manhattan, will spearhead a consumer research team built around a roster of leading packaged goods clients.

"John is a significant addition to the Ipsos-Insight team. He brings not only a wealth of market research experience, but also an in-depth knowledge of the client side. Having spent over a decade in senior positions with a leading, global consumer packaged goods manufacturer, John knows first-hand the challenges our clients face and how market research can best be used to help meet those challenges," said Lauren Demar, President, Consumer Products, Ipsos-Insight.

Carter holds a BA in economics and an MBA in marketing, both from Rutgers University.

For more information on this press release, please contact:

John Carter
Vice President
Ipsos-Insight
john.carter@ipsos-na.com

Ipsos-Insight

Ipsos-Insight, the flagship marketing research division of Ipsos in the U.S., has industry specialists serving companies in the following industries: consumer products; technology and communications; health and pharmaceutical; financial services; cable, media and entertainment; agrifood; energy and utilities; and lottery and gaming.

Ipsos-Insight provides custom and tracking research services to domestic clients, as well as U.S.-based multinationals. It offers concept and product testing, package testing, attitude and usage studies, omnibuses, tracking systems, brand equity, price optimization and segmentation, marketing models, advanced analytics, and global research. Ipsos-Insight is an Ipsos company, a leading global survey-based market research group.

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Ipsos

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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.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting and modeling and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2003, Ipsos generated global revenues of \$644.2 million U.S.

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