



Ipsos Promotes Three to Vice President in Services Division
Mike Belmont, Matt Kleinschmit, and Kerri Ryan move into more senior roles

November 4, 2004, New York, NY — Ipsos today announced the following promotions in its flagship US marketing research division, Ipsos Insight. Tom Neri, President of Ipsos-Insight Services, Health & Technology, and Ipsos Loyalty in the US, made the following announcements:

Mike Belmont has been promoted to Vice President, Ipsos-Insight Services Division, Minneapolis. Mike has been a major contributor on the Midwest team throughout the years and has proven his ability to excel in various situations. He has worked extensively on the Sprint and Yahoo! accounts and recently spearheaded the development of Price Evolution. Mike has been in market research for over 11 years, having worked at the Market Solutions Group until 2000 when he joined the Ipsos team. He graduated from the University of St. Thomas in 1993 where he earned a bachelor's degree in business administration.

Matt Kleinschmit has been promoted to Vice President, Ipsos-Insight Services Division, Chicago. Matt joined Ipsos with the Angus Reid Group, where he started his career in the internship program, and has since rapidly progressed within the firm. In addition to his account development and work with the likes of Bose and XM Satellite, Matt has designed and developed the TEMPO syndicated study, which has measured and tracked digital music behavior since 1999 and includes subscribers from multiple verticals. Matt graduated from the University of Minnesota in 1996 with a degree in political science.

Kerri Ryan has been promoted to Vice President, Ipsos-Insight Services Division, New York. Kerri also joined Ipsos with the Angus Reid Group, where she started her career in the internship program in Toronto, and moved to the then start-up New York office. She has made a significant impact developing account relationships throughout her tenure and continues to be a valuable member of the Insight East team. Her focus is on financial services and she is the Account Manager for BankOne/Chase. Before joining Ipsos, Kerri was a teaching assistant and RA at the University of Guelph in Ontario, Canada, where she also graduated from in September of 1998 with a master's.

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Ipsos in North America

Ipsos is the fastest growing market research company in the U.S., market leader in Canada, 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*, *Newsweek.com*, as well as *The Globe and Mail*, Canada's national newspaper, and the CTV network.

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In 2003, Ipsos generated \$644.2 million U.S. in total revenues, of which 37% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

Ipsos-Insight

Ipsos-Insight, the flagship marketing research division of Ipsos in the U.S., has industry specialists serving companies in the following categories: 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. To learn more, please visit www.ipsos-insight.com.