



Strategy and Business Intelligence Executive Joins Ipsos Team

Douglas Cottings to oversee marketing research and consulting needs of clients in the financial services sector

February 16, 2005, New York, NY— Ipsos, the global survey-based market research group, today announced the appointment of Douglas Cottings as head of the Financial Services practice in the U.S., which spans the company's Ipsos-Insight marketing research business unit and Ipsos Loyalty. As a Senior Vice President, Cottings will be responsible for leading the financial services research team and working with other Ipsos member companies in servicing the research and loyalty needs of clients in the Financial Services sector.

Cottings comes to Ipsos from Bank of America in Charlotte, North Carolina, where he served as Senior Vice President, Strategy & Business Intelligence, and where he had previously been part of the bank's Corporate Marketing Consumer Analytics & Modeling group. Prior to his employment with Bank of America, he held senior positions in Global Business Intelligence and Global Research at Principal Financial Group in Des Moines. His career extends over twenty years, throughout which he has successfully enabled the translation of marketing research and business intelligence into innovative marketing solutions—marketing solutions that generated profitable enterprise-wide growth.

"Doug is a hands-on researcher with an extensive strategic background, and will provide top-level marketing research and loyalty consulting services to our financial services clients," said Tom Neri, President of the Ipsos-Insight Services, Health & Technology division, and Ipsos Loyalty in the U.S. "His top priority is to enhance our value to existing clients on a national level, as well as to consult on and craft Ipsos offerings to best meet the needs of Financial Services institutions."

Cottings will oversee the Financial Services practice from his base in Charlotte, North Carolina.

An Ohio native, Doug received his MBA from Xavier University and his undergraduate degree from Miami University. He has been an adjunct marketing professor at Miami University in Oxford, Ohio, and Drake University, in Des Moines, Iowa.

For more information on this press release, please contact:

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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, *BusinessWeek*, and the young voter's poll for *Newsweek.com*.

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 Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos



Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions.

To learn more, visit: www.ipsos-na.com

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.

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.

To learn more, visit: www.ipsos.com

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