



Ipsos ASI Announces Regional Management Team
Advertising research specialist appoints new senior leaders

May 30, 2006, Norwalk, CT—Ipsos ASI, a leading provider of advertising and brand equity research expertise around the world and member of the Ipsos Group, announced the reorganization of the company into two regional divisions—Ipsos ASI North America West and Ipsos ASI North America East—at the beginning of 2006. Today, the company added additional senior-level support for their clients by appointing four of their top advertising researchers to leadership roles.

Katie Koval has been promoted to Senior Vice President of the U.S. Western Region for the copy testing business. Katie joined Ipsos ASI in June of 2001 and has been a key player in the dramatic growth this region has delivered each year during her five years on the team. Her tremendous dedication in meeting and exceeding client needs will serve her well in this new leadership role.

Fred Marshall has been promoted to Senior Vice President of the U.S. Eastern Region for the copy testing business. Fred joined Ipsos ASI in July of 2002 as a Vice President of copy testing and has been very instrumental in growing his region's business. Since joining the company, Fred has successfully increased client satisfaction by his dedication to exceptional client service and strong analytic expertise.

Mike Weisberger has been appointed Senior Vice President of the U.S. Eastern Region for the tracking & equity business. Mike recently transferred to Ipsos ASI from Ipsos Insight's Behavioral Tracking division, where he headed up the business. He has more than twenty years experience with the analysis of consumer data. He brings strong management skills, a proven record of accomplishment in building client relationships, and an extensive research background.

Steve Wynn has been promoted to Senior Vice President in the Cincinnati office. Steve joined Ipsos ASI in December of 2001 as a Vice President of copy testing. Steve assumed full responsibility for all Ipsos ASI business with one of Ipsos' key clients in September 2004 and, under his guidance, that business has grown significantly.

"We are delighted to announce the appointment of four of our top advertising research experts to leadership roles, ensuring that our clients are given the priority attention they deserve from senior-level researchers," said Jim Thompson, President & CEO of Ipsos ASI Worldwide. "These and other appointments and promotions reflect Ipsos' philosophy of nurturing and developing the potential of our team, attracting elite research talent with exceptional industry understanding, and providing innovative and inspired research solutions to our global client roster."

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**Ipsos ASI**

Ipsos ASI is the largest provider of advertising pre-testing services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. Although the company's history is rooted in copy testing, it provides leading services in the areas of advertising tracking and brand equity evaluation. It is committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands. Ipsos ASI is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos-asi.com.