



Ipsos Appoints Three Senior Researchers To Growing Seattle Office

Tom Rideout, Brett Tucker And Jeff Etherton To Serve Expanding Client List In Pacific Northwest

New York, NY, November 6, 2006 – Ipsos today announced the appointment of three senior researchers to the company's growing Seattle office, which has doubled in size in the last year. The company now employs more than 20 research staff in the Seattle area who serve some of the country's and region's biggest companies in the retail, media, high-tech and real estate sectors.

Tom Rideout, who spent 20 years with Hewlett-Packard, has joined the Ipsos Loyalty division as Senior Vice President, with responsibility for the Ipsos Loyalty business in the Western U.S. Most recently, Rideout was President of Touchpoint Innovation, a company he founded which specializes in consulting in the areas of strategy, coaching and innovation. Prior to that, he spent 20 years with H-P, advancing through their organization in the areas of strategic planning, customer experience management and user interface design.

"Rideout's strengths in the areas of client service, product marketing, corporate strategy and customer research will benefit Ipsos and its clients, particularly in the Tech sector. His experience in team development and management is a strong foundation for staff growth in Seattle," said Tom Neri, President of Ipsos Loyalty in the U.S.

Rideout is also the Co-Founder and Vice President of the Puget Sound Chapter of ACM SIGCHI (ACM's special interest group in Computer-Human Interaction). He received his Ph.D. in Psychology from the University of Washington and his undergraduate degree, also in Psychology, from Pomona College.

Brett Tucker, formerly of Harris Interactive, joins Ipsos Loyalty as Vice President. In addition to managing and growing several local client accounts, Tucker will help develop and grow Ipsos business in the region.

Said Neri: "Tucker brings a background in project systems design, analysis, project management, and business development. His areas of expertise include online research, customer satisfaction, internal process improvements, and customer relations. Brett's combination of technical and client service skills bring us a perfect skill set to support our Ipsos Loyalty business needs."

Most recently, Brett was with Harris Interactive where he was a Senior Consultant in their Customer Loyalty Management (CLM) division, working as the CLM expert in the Technology/Telecom and Automotive industries. Prior to that, Brett worked for NetReflector in Seattle as a Director of Solution Design.



He started his business career with Nordstrom, where he supported call center operations, staff training and financial analyses for Nordstrom.com. He is a graduate of the University of Washington, where he received his BA in Business.

The company also recently hired Jeff Etherton as a Director. Specializing in qualitative research methods, Jeff is one of the Northwest's most skilled and experienced focus group moderators. He was with Northwest Research Group for 12 years, and most recently owned his own qualitative research company.

"Etherton is a dynamic personality who has conducted hundreds of focus groups over the past 15 years," said Claire Booth, who heads the company's market research operations in the area. "He has run both small and large accounts, and operated his own business. We are delighted to have him join our team."

In total, Ipsos employs more than 200 advertising, forecasting and modeling, marketing, loyalty and public affairs researchers on the West Coast through two offices in the San Francisco Bay Area, and locations in Seattle and Vancouver, B.C. The company was recently named America's fastest growing market research firm, the fourth time in the last five years, according to the influential newsletter, *Inside Research*.

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About 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, modeling, and consulting. 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.

In 2005, Ipsos generated €717.8 million (\$853.8 million U.S.) in total revenues, of which 34% 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. To learn more, visit: www.ipsos-na.com.