



Ipsos Seattle Office Keeps Growing

Company Celebrates First Anniversary In Emerald City With New Business And New Appointments

Seattle, WA, November 13, 2006 – Ipsos recently celebrated its first anniversary in the Seattle area with three senior appointments and new business from some of the country's and region's biggest companies in the retail, media, high-tech and real estate sectors. Ipsos today employs more than 20 research staff in the area, who serve such diverse clients as Microsoft, Eddie Bauer, Expedia, GE Healthcare, Bartell Drugs, Tillamook Cheese, Getty Images, Newland Communities and Medtronic.

Seattle is part of the company's strong and growing presence in the Pacific Northwest and California. Ipsos employs more than 200 advertising, forecasting and modeling, marketing, loyalty and public affairs research specialists 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*.

"Our most important advantage in the marketplace is our research specializations, which are the fundamental building blocks on which our company is based," said James T. Smith, Chairman and CEO of Ipsos in North America. "Our belief is that only through specialization can we provide our clients with the depth of expertise that they require to address their pressing business issues. Seattle is a perfect example of researchers from various specializations working together to meet the full needs of our clients."

"We have had a great first year," said Claire Booth, who heads the company's local marketing research operations under the Ipsos Insight brand name. "The research and marketing community has made us feel welcome and we look forward to solidifying our presence in the Pacific Northwest."

Ipsos recently partnered with *Seattle Business Monthly* and Phinney Bischoff, a local design firm, to conduct the first annual survey of marketers in the Pacific Northwest. Ipsos has a strong presence in the local AMA chapter as well, with Booth chairing the association's Programming Committee and annual conference. The company is also hosting an Ipsos Summit on January 19 at the Seattle Asian Art Museum for individuals interested in hearing about its research capabilities, solutions and techniques.



Ipsos recently made three appointments in the Seattle office. Tom Rideout, who spent 20 years with Hewlett Packard, has joined the Ipsos Loyalty division as Senior Vice President, with responsibility for the entire Loyalty business in the Western U.S. Brett Tucker, formerly of Harris Interactive, joins Ipsos Loyalty as Vice President.

In addition to managing and growing several local client accounts, Tucker will also help develop and grow our business in the region. 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.

For more information on this press release, please contact:

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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.