



Ribeiro To Make Ipsos the World's Leading Panel Brand

Pioneer in Access Panel Development Joins Survey-Based Marketing Research Firm in Washington, DC

Paris, February 2, 2007. Ipsos co-Chairmen Didier Truchot and Jean-Marc Lech today announced the appointment of Efrain Ribeiro as COO of Ipsos Interactive Services, the group's dedicated operation for the development of online and offline access panels.

With over 25 years of research experience, Ribeiro is a pioneer in access panel development. He was most recently Global Head of TNS Access Panels, responsible for the recruitment, management, sampling, and research-on-research for TNS consumer, web-based, and proprietary global panels. His achievements include high cooperation rates, long panelist tenure, and best industry practices with particular emphasis on meeting clients' sampling and timing requirements.

Ribeiro, who joined NFO (now TNS) in 1993, has been Senior Vice President of its Panel Services since 1999. His experience also includes helping establish Arbitron as the top media market ratings company in the '80's, and creating NFO's largest online panel in the US in the '90's.

At Ipsos, Ribeiro will support Andrei Postoaca, Global Head of Ipsos Interactive Services. Leveraging the existing strong Ipsos panel and interactive resources, Ribeiro will develop a common online panel platform that will help automate the research processes to ensure quality and common standards.

Co-chairman Didier Truchot said: "We are delighted to welcome Ribeiro on board. Ipsos Interactive Services is a major player in both online and offline access panels, and our goal is to make it the world's leading brand in this growing sector. With his longstanding experience in the industry, he will be a strong asset in leveraging and strengthening our position in online research around the world."

Added Efrain: "With the quality and strengths of the Ipsos panel resources, we have the right ingredients for success. I'm confident we will be able to build the best global interactive research services in the market. The Ipsos management recognizes the full potential of globalizing the access panel concept via the Internet, which is crucial for this type of endeavor to achieve its true value."



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 responses 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, 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 2005, Ipsos generated global revenues of €717.8 million (\$853.8 million U.S.). Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities. The company's 2006 consolidated results will be issued on February 15, 2007.

Ipsos, listed on the Eurolist of Euronext – Comp B, is part of SBF 120 and the Mid-100 Index, adheres to the Next Prime segment and is eligible to the Deferred Settlement System. Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP