



Sam McGuire Crosses Atlantic To Join Ipsos Public Affairs Division In New York

New York, NY, February 23, 2007 - Ipsos has announced that Sam McGuire has joined the Ipsos North American Public Affairs management team as a Senior Vice President, based in New York City.

McGuire transfers from Ipsos in the UK, where he was until recently Managing Director of Ipsos UK Public Affairs. McGuire has more than 15 years experience in research and consultancy services to public and private sector clients. He joined Ipsos in 2002 as the Director responsible for the Public Affairs research unit. Within this role he was responsible for the overall growth and direction of the unit, including leading its marketing and business development initiatives. While in the UK, he was a frequent commentator in the media on the company's polls and studies.

"Two of the key global research markets are the US and UK," said McGuire. "Within the PA field, Ipsos US Public Affairs has some great Fortune 100 multinationals as clients, great staff and resources, and there is huge potential to expand what the strong team is already doing. I'm here to support existing global corporate reputation work, but also general public opinion and social research so that we can make great strides going forward."

Said Darrell Bricker, Global Co-President of Ipsos Public Affairs: "We wanted Sam to come to the US as we believe his experience and expertise will be a real asset to us and bring another valuable dimension to our team. While in the UK, Sam ensured high levels of customer satisfaction and quality of service, and provided long-term strategic and creative insights and recommendations for clients. Public Affairs is a strong driver of awareness and business development for Ipsos, and we know Sam will continue this tradition in the US."

For more information please contact:

Sam McGuire
Senior Vice President
Ipsos Public Affairs
646.313.7663
sam.mcguire@ipsos-na.com

About Ipsos Public Affairs

Ipsos Public Affairs is one of the company's five research specializations. In the US, it has offices in New York City, Washington, DC, Chicago and Seattle. It specializes in corporate reputation, issues management, strategic communications and sociopolitical trends, serving the needs of corporations, non-profit organizations, public relations firms, news media and governments. Its toolbox for conducting tailor-made solutions includes rapid turnaround quantitative polling, qualitative focus groups, online panels, elite and stakeholder interviewing, syndicated subscriptions, and proprietary research techniques. Ipsos Public Affairs is well known as the polling partner of The Associated Press, the world's oldest and largest news organization.

Visit www.ipsos-na.com/pa to learn more.



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 2006, Ipsos generated global revenues of 857.1 million euros (\$1.1 billion USD).

Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.

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