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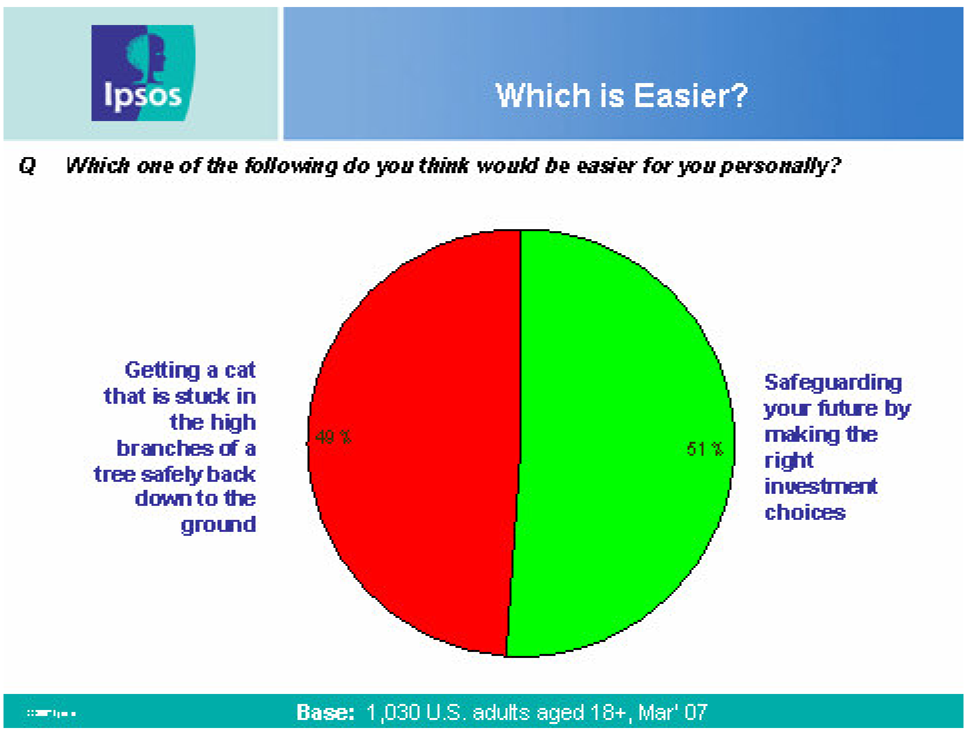
Ipsos-ING Survey on Making Life Easy

New York, NY, April 5, 2007 — According to a survey conducted for ING by Ipsos Public Affairs, nearly half of Americans (49 percent) say it is easier to get a cat unstuck from a tree than it is to safeguard their future by making the right financial choices.



The survey also shows that Americans equate an easier future with getting their financial house in order. Asked if given an extra $10,000 per year to spend on one or two things to make their life easier in the future, six in 10 would use it on investments or retirement savings (62 percent) while half (51 percent) would use it to reduce debt.

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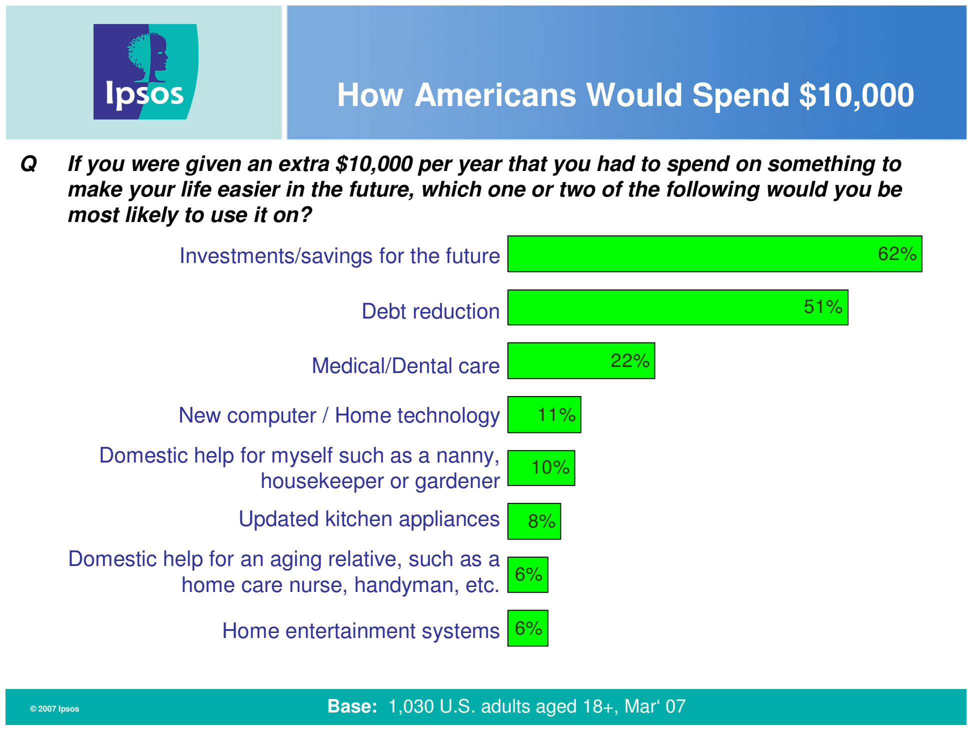

The survey was conducted online among 1,030 U.S. adults aged 18 and over interviewed between March 15 and 19, 2007 with Ipsos' Online Omnibus. Results are demographically balanced to represent the population of adults aged 18 and over in the United States. The margin of error is ± 3.1 percentage points with a 95% level of confidence.

For more information on this press release, please contact:

Annabel Evans
Vice President
Ipsos Public Affairs
New York, NY
(212) 584-9266
Annabel.Evans@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.

To learn more, visit: www.ipsos-na.com/pa

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.

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