



Press Release

Two Senior Ipsos Appointments

Paris, May 31, 2007. Ipsos announces today two new senior appointments: that of Global HR Executive Vice President and a Global CEO for Ipsos Loyalty.

Lisiane Droal has joined Ipsos as Executive Vice President, Global Human Resources, in charge of all aspects of human resources, including recruitment, compensation and benefits, development and training, and performance management. Based in Paris, she is also a member of the Executive Committee of the Ipsos Management Board.

Lisiane who has 23 years of experience in HR management, came to Ipsos from AOL Time Warner where she was VP, Organization Development and Employee Communications, responsible for defining development, training and internal communications strategies across Europe for optimum resource deployment.

She previously worked with Apple Europe and Netscape as Europe HR Director. When Netscape was acquired by AOL, she joined the Group as Senior Director, Human Resources Europe and Asia.

Ipsos Co-President Didier Truchot said: "I am pleased that Lisiane has accepted to join Ipsos as she has extensive experience in international matrixed and results-oriented corporate environments. Her hands-on expertise covers areas like compensation and benefits to strategic deployment of customer strategies through human resources policy internationally".

Tom Markert is appointed as global CEO of Ipsos Loyalty, the world-wide organization dedicated to helping clients improve business performance through customer satisfaction and loyalty.

Prior to joining Ipsos, Tom Markert was the global Chief Marketing and Client Service Officer of ACNielsen. In more than 17 years with that company, Markert held the positions of Group Chief Executive - Pacific, Chief Marketing Officer - Asia Pacific and President of ACNielsen - Canada. Earlier in his career Markert held management positions with Citicorp as well as Procter&Gamble.

Based in Parsippany, New Jersey, Markert will oversee the management of the Ipsos Loyalty team leaders world-wide.

Commenting on the appointment, Henri Wallard, Joint CEO of Ipsos and Chairman of Ipsos Loyalty said: "We are very pleased to have recruited Tom Markert, a highly regarded professional in our field. His appointment fits well with our strategy of development. Tom has a long experience in our industry, a deep understanding of Loyalty and CRM, and an international perspective gained through working in various parts of the world, including Asia and North America."

In regard to his new position Markert said, "I am very glad to have joined a company managed by research professionals. I believe the Ipsos strategy of specialisation provides clients with the best way to meet all their research needs and I look forward to taking Ipsos Loyalty forward as a global brand."



Press release (continued) – May 31, 2007

Nobody's Unpredictable

'Nobody's Unpredictable' is the Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.

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