



Healthcare Research Expert Fortifies Ipsos Health Fred Lamanna Joins The Research Firm's Burgeoning Healthcare Practice

February 11, 2008, New York, NY – Ipsos Health continues to build its client service capabilities in the healthcare and pharmaceuticals arena with a key strategic appointment. Fred Lamanna has joined the company as Senior Vice President in the US. The announcement was made by Elys Roberts, President and CEO of Ipsos Health in North America.

"Fred's background and leadership in healthcare research is impeccable and his appointment marks a great boon for Ipsos Health," said Roberts in making the announcement. "Fred shares Ipsos Health's values and commitment to clients, coupled with a deep understanding of what our clients' brands mean to their business."

Fred Lamanna joins Ipsos Health following a successful stint building the healthcare practice at Harris Interactive. He brings to Ipsos Health more than 10 years of research experience in the healthcare sector, with expertise in both quantitative and qualitative approaches. Lamanna's experience spans both domestic and global arenas, including work with a range of healthcare professionals, providers, patients, and consumers.

"Ipsos understands the complexity of the prescribing choice and the unique challenges of innovating and building successful brands in the healthcare market," said Fred Lamanna on why he chose to join Ipsos Health. "Not only is Ipsos Health a solid team of market research specialists but they are researchers with strong business- and industry-acumen, and I look forward to being part of the team providing the commercial guidance that healthcare researchers and brand managers are seeking to support their decision-making."

Lamanna will work out of Ipsos Health's offices in Connecticut and will direct healthcare research teams in Connecticut, New Jersey and New York.

For more information on Ipsos Health or the content of this press release, please contact:

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About Ipsos Health

Ipsos Health provides full-service custom research to prescription drug manufacturers as well as biotech and healthcare providers. Ipsos Health's business-oriented approach and vast global resources support clients in creating, differentiating and commercializing their brands. Ipsos Health specializes in positioning, branding, and communication, as well as in-market performance monitoring.

To learn more, please visit www.ipsoshealth.com.

About Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 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, media 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.

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Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.

In 2006, Ipsos generated 857.1 million euros (\$1.1 billion 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.

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

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.

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