



Veteran Media Executive to Join Ipsos Media, Content & Technology

New York, NY, March 18, 2008 – Long time *Newsweek* veteran Mark Kostelec has joined the Ipsos U.S. Media, Content & Technology division as Senior Vice President of Sales & Marketing.

In this role, Kostelec will be responsible for overseeing strategy, sales, marketing, and client management efforts for several areas within the business unit, including Ipsos' **U.S. Business Elite** product. He will also guide collaboration with the current account and business development teams for other media and technology opportunities.

Kostelec brings to his new role a broad publishing and research background, with international and more recently, U.S. experience. Over the years, he has held senior positions in research, marketing, sales development, and operations. He was named an International Vice President in 1999, and has worked in the areas of primary research—both qualitative and quantitative—as well as in syndicated studies globally for *Newsweek*. While there, he provided strategic research insight for both print and online media. He has sat on a number of research and technical committees in Europe, Asia and the U.S. Given his many years of experience, he has seen and been part of the many changes that media and research have undergone.

Kevin Waters, President of Ipsos' U.S. Media, Content & Technology division, states, "We are thrilled and very fortunate to have someone of Mark's caliber join our expanding team. His 25+ years of experience will be of assistance in our development efforts and, importantly, bring value and insight to our current and prospect client base, and talented client service teams."

In addition to the above, Kostelec brings a well-rounded perspective on what role research and developing technologies can play in the future. He has held lead roles in the original introduction of technology and software application development for International sales and marketing, and has been involved with early new media efforts and information systems throughout his career.

Says Kostelec, "I look forward to bringing my global knowledge and experience to the challenges and opportunities of growing the Ipsos division here in the U.S. This is primarily because I will be working with such a talented group of people at a very exciting time of change for both media and research."

Mark Kostelec is a graduate of Trinity College and Columbia University's School of International Affairs.

For more information on this news release, please contact:

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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.



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

In 2007, Ipsos generated 927.2 million euros (\$1.27 billion U.S.) in total revenues, of which 31% 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.

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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.

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