



Ipsos Takes ‘Forward’ Leap In Agriculture And Animal Health Market Research

Global Research Company Acquires Forward Research, Inc. Of Saint Louis; Expands Agriculture And Animal Health Research Practice

New York, NY, April 8, 2008 – Agricultural and animal health companies will gain access to deeper market insights thanks to a recent merger in the market research industry. Combining their market research expertise and passions for agriculture and animal health, U.S.-based Forward Research is linking up with Ipsos Reid in Canada, a move that adds greater strength to the Ipsos Group's healthy presence in these markets.

Forward Research, Inc. of Saint Louis, MO, is the latest team to join the global Ipsos Group. The two market research leaders made the formal announcement of the acquisition on March 18, 2008. The new entity will be known in the U.S. as Ipsos Forward Research and will merge its practice with Ipsos Reid's Agribusiness, Food, and Animal Health Division, a specialized service based in Guelph, ON and Winnipeg, MB.

The move strengthens the deep agriculture and animal health sector knowledge that both Forward Research and Ipsos Reid offer to clients. It also provides the global capabilities essential in today's rapidly evolving marketplace.

"We are pleased to welcome Forward Research into the Ipsos fold. For years we've competed against one another and now to combine the two customer-focused organizations into one is very exciting," says Gary Bennewies, Country Manager for Ipsos in Canada. "The Forward Research team's expertise will bring many valuable business insights to our agriculture and animal health clients across North America and around the globe. The agriculture and animal health industries are growing rapidly thanks to the increasing demand for biofuels, equipment, and farm inputs, and greater consumer spending on pet care products."

Ipsos Reid has been conducting agriculture and animal health market research since 1985, bringing leading-edge Ipsos proprietary techniques and a global network to companies in these arenas. Approaches such as the ability to quantify the relative influence of the veterinarian, the owner/producer, and the marketing mix on uptake, and understanding the factors that influence loyalty and non-loyalty by product category are examples of the insights Ipsos provides to companies in the sector.

"I am excited to be combining Forward's strength in agricultural and animal health care research with the global capabilities of Ipsos," says Richard Homans, President at Forward Research. "By leveraging Ipsos' existing business and global infrastructure, we will be able to provide valuable research to the worldwide agribusiness and animal health industries while matching their geographic breadth. Our existing North American clients will also benefit from broader capabilities and scope developed by Ipsos. These cannot be equaled by independent research companies specializing in this market. This combination will offer greater value to our clients."

Founded in 1997 by a team of experienced researchers, Forward Research has positioned itself with both quantitative and qualitative expertise, with particular strengths in product design and development, pricing, positioning studies, and advertising testing designed especially for the agricultural and animal health care industries. Forward Research's clients include all the leaders in the agricultural and animal health care fields.



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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.

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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