# Ipsos Boosts Media Research Presence With Monroe Mendelsohn Acquisition

Research Firm's Growing Media Research Team Builds On Success

**New York, NY, May 14, 2008** – Media research is intensifying its scope, thanks to a recent merger of two leading teams. Ipsos North America recently concluded the purchase of Monroe Mendelsohn Research (MMR), a well known and respected leader in the field of media research. The move adds further strength to Ipsos' growing global media research team, in particular in the North American market.

The addition of the Monroe Mendelsohn company to the Ipsos Group provides additional critical mass to Ipsos' new MediaCT specialization practice in North America. The company's extensive knowledge of the media industry and broad base of experience with hundreds of clients, combined with the substantial resources and strengths of Ipsos, offers significantly improved custom and syndicated media research opportunities for businesses throughout North America.

"With technology advancing at a breakneck speed, the media business in North America is evolving at an astonishing pace," says Jim Smith, Chairman and CEO for Ipsos in North America. "Folding Monroe Mendelsohn's knowledge and experience into the Ipsos stable is a major advantage for our media clients and potential business partners."

Founded in 1958, Monroe Mendelsohn is based in New York City. Walter McCullough, President and CEO, purchased the company in 1978. With revenues in excess of $10 million and 20 full time employees, the firm has grown into one of the premiere specialty media research firms in America. Under the new arrangement, the company will be known as Ipsos Mendelsohn and will tie in closely with Ipsos' formidable global media research operations.

"Our key business is conducting and selling the Mendelsohn Affluent Survey, which provides key audience, purchasing, and behavioral information about wealthy households," says McCullough, who will remain at the helm of Ipsos Mendelsohn. "Buyers of this research are a broad base of advertising agencies, advertisers, and media companies. Major media clients include Conde Nast, Time Warner, Dow Jones, Hearst, Hachette, among others. Major advertising agency clients include Publicis, WPP, Havas, Omnicom, Aegis, and a number of other agencies both large and small."

Ipsos Mendelsohn will be linked into the global resources of Ipsos, of which media research is one of five areas of specialization—the others being advertising, customer loyalty, marketing, and public affairs research.

**For more information on this news release, please contact:**

Kevin Waters
President
Ipsos Media CT
(415) 597-4005
Kevin.Waters@ipsos.com

**About Ipsos MediaCT**
Ipsos MediaCT is the division of Ipsos specialized in researching the converging Media, Content, Telecoms & Technology Industries. We provide branded, customized and syndicated solutions for clients in these sectors. These include audience research, consumer insight, market assessment, sales forecasting and new product development work. Our industry experts combine the science of marketing research with a clear business focus to assist companies in maximizing their return on investment.

To learn more, please visit http://www.ipsosinsight.com/knowledge/techcomm/.

**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.
In 2007, Ipsos generated global revenues of €927.2 million ($1.27 billion U.S.).

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

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