



Seasoned Market Research Leader Takes Helm At U.S. Ipsos Loyalty

Matt McNerney Joins Ipsos As President Of The Company's American Loyalty Business

New York, NY, July 24, 2008 – Ipsos announces a senior level appointment aimed at fortifying the company's loyalty division across the United States. As of July 8, Matt McNerney has joined the market research leader as President of Ipsos Loyalty in the U.S.

Jim Smith, Chairman and CEO of Ipsos in North America, and Henri Wallard, Chairman and CEO of Ipsos Loyalty Worldwide, made the announcement together. "Matt comes to Ipsos with a solid record of accomplishment and the energy and experience needed to take our loyalty group to the next level," said Smith. "We're extremely pleased to have him join our ranks."

From the global perspective Henri Wallard added: "Under Matt's leadership, we envision a stronger Ipsos Loyalty team in the U.S. That means an extension of our global strengths and services to our American-based clientele—leading edge loyalty research products, a focused commitment to clients, and a reinvigorated team that is keen to deliver."

McNerney will lead a team of accomplished loyalty researchers across the country. In addition to his role as President of Ipsos Loyalty U.S., McNerney will be a member of the company's leadership team across North America and have a seat at Ipsos Loyalty's global management table.

McNerney comes to Ipsos with a broad range of experience and crucial successes in the market research industry. Most recently, he served as President of TNS North America Client Solutions where he was responsible for 50% of TNS North America revenues, achieving record revenues and profit levels in six of the eight business units. He spent more than a decade building his career at TNS, and previously held important management and market research positions at Knowledge Networks, Yankelovich, and a number of New York advertising agencies.

"I'm excited about the opportunities presented in leading the Ipsos Loyalty team in the U.S.," says McNerney as the newly minted group president. "Ipsos has a very strong team of research professionals and in Loyalty, we have ample opportunity to build an even stronger team, a more impactful and client-focused organization, and deliver loyalty research that is insightful and actionable."

Married with two children, McNerney holds both a Bachelor and Masters Degree in psychology and business, and resides in Connecticut.

For information about this press release, please contact:

Jim Smith
Chairman & CEO
Ipsos North America
jim.smith@ipsos.com
(212) 584-9242

**About Ipsos Loyalty**

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsosloyalty.com.

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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