



Snyderman Deepens Client Perspective at Ipsos Health

Expert Health Research Specialist Moves to the Agency Side from Merck

New York, NY, September 30, 2008 – Ipsos Healthcare, a division of Ipsos Marketing Research is pleased to announce that Paul Snyderman has joined their growing health research team. Snyderman, a seasoned veteran of health care market research, becomes a senior-level research officer within the group, following an innovative and wide-ranging career with a leading pharmaceutical company. Elys Roberts, President of the Ipsos Healthcare Group, made the announcement.

"In my 15 years in the industry I have met few people with Paul's ability to take complex business issues and design a research approach that so effectively identifies the answers that truly make a difference to the business.," says Roberts of the new appointment. "His market research and marketing expertise coupled with a deep appreciation of how to address some of the most significant issues affecting the Pharma Industry today will ensure that Paul is an incredibly powerful resource for our clients. We're thrilled to have him on board."

"Joining the Ipsos Health team is a natural fit for me," adds Snyderman of his new team. "They have a deep appreciation for the challenges and opportunities facing health care clients today and like me, are committed to developing and implementing market research solutions to improve business outcomes. I'm looking forward to contributing to Ipsos' continued success."

Before joining Ipsos's Healthcare practice as a Research Officer, Paul Snyderman served as the Executive Director and Technical Advisor in Global Customer Insights at Merck. In this role he was responsible for establishing and maintaining best practices in both primary and secondary market research. Prior to taking on these responsibilities, Paul directed the market research efforts for Merck's oncology and ophthalmology franchises as well as for new products.

While at Merck, Paul directed activities including the pre-launch primary and secondary market research in gastroenterology, cardiovascular, pediatric vaccines, infectious disease, and women's health categories. His new product launch experience includes market research for such brands as Zocor, Fosamax, Crixivan, and Zetia.

Paul holds a Ph.D. in Social Psychology and B.A. in Psychology from Temple University. He began his career in market research with the National Analysts Division of Booz, Allen and Hamilton.

At Ipsos, Paul is based out of New York and will serve the market research needs of health care and pharmaceutical clients across North America.

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About Ipsos Healthcare

Ipsos Healthcare 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 Healthcare specializes in positioning, branding, and communication, as well as in-market performance monitoring.

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

About Ipsos

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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.).

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