Ipsos Loyalty
The Customer and Employee Research Specialists

Financial Services Team Gets "Bullish" With Newly Recruited Loyalty Expert
Financial Services Research Expert Jeff Repace Heads to Ipsos Loyalty

New York, NY, October 21, 2008 - An expert of financial services market research has jumped to Ipsos Loyalty. The division has announced that Jeff Repace has joined their team as a Senior Vice President. The announcement came from Matt McNerney, President of Ipsos Loyalty in the U.S.

"At a time when understanding financial services consumer loyalty is most critical, we're pleased to have Jeff Repace on our team," said McNerney of the new appointment. "Jeff understands the financial services industry and the challenges they face. I'm confident that under his leadership, our service to this sector will continue to grow and that clients will come to count on Ipsos Loyalty as the experts in this arena."

Jeff Repace joins as part of the evolving U.S. Ipsos Loyalty division, leading the group's financial services sector. Specifically, he will head up relationships with a variety of clients in the sector including MasterCard, US Bank, and other key financial institutions. He will also work closely with McNerney and the rest of the Ipsos Loyalty Leadership Team.

"Ipsos Loyalty presents a great opportunity to be part of an evolving team that has its sites set on the future and has the tools to get there," commented Repace on his new role. "With the current economic crisis, financial services companies need to know now more than ever where their clients' loyalties and concerns lie. Our team at Ipsos is poised to help them meet that challenge."

Before joining Ipsos, Repace spent the past six years at TNS and was a Senior Vice President in the Brand and Communications group. While there, Jeff worked with a diverse group of clients, including companies as Citibank, Monster, Nestlé, TIAA-CREF, and BMS. Prior to that, he spent six years at American Express in New York City. His career got started at Opinion Research (ORC), where he spent 10 years there on a variety of clients including financial services.

Jeff Repace has a Bachelors and a Masters Degree from Seton Hall University and is finishing up his work on a Ph.D. He is based out of Parsippany, New Jersey.

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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.

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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.

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

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