



Shared Vision for Service, Success Attracts Saracena to Ipsos
Financial Services Leader Peter Saracena Joins Ipsos Marketing

New York, NY, December 8, 2008 – Ipsos Marketing continues to build on its leadership and commitment to clients; Peter Saracena has joined the company as a Senior Vice President. Jason Brown, Executive Vice President with Ipsos Marketing, made the announcement from New York.

“Peter Saracena brings exceptional financial services leadership experience and market insight to our team,” said Brown. “He has a proven track record of developing and expanding business relationships and a history of creating innovative solutions and improving operational efficiencies. Peter brings a great deal of energy and experience to the table and we’re pleased that he has joined us.”

Peter Saracena has a comprehensive background in management consulting and leading and directing market research organizations. Immediately prior to his move to Ipsos, he headed marketing and business development for an asset management firm in Connecticut, a role he held for two years. Before that, he spent close to 10 years at Rivel Research Group, a Connecticut-based research consultancy focused on the global institutional investment industry, where he held an extensive range of executive and management responsibilities, including serving as the firm’s Chief Operating Officer.

“Ipsos Marketing has an entrepreneurial spirit with a dedication to innovation and client service—core values that I share,” said Saracena of his decision to join Ipsos. “The company is a dynamic, growth-oriented firm with a team of outstanding researchers. I’m looking forward to the challenges and opportunities ahead, particularly in the financial services arena, and to sharing and growing Ipsos’ vision and client-centered initiatives.”

Peter Saracena has a Bachelors degree from Fairfield University. He is based out of the company’s Manhattan office.

For more information on this news release, please contact:

Jason Brown
Executive Vice President
Ipsos Marketing
(212) 584-9248
Jason.Brown@ipsos.com

About Ipsos Marketing

Ipsos Marketing is a global survey-based marketing research consultancy that helps clients to innovate to drive business growth.

From the earliest stages of innovation through brand maturity, our experienced research teams provide world-class solutions to help clients build their businesses. We offer advanced research tools for consumer and market understanding, idea generation, concept development, mix development and optimization, forecasting and modeling, and brand management and repositioning. We pride ourselves on excellence in client service and thought leadership.



Ipsos Marketing partners with clients in a broad range of sectors including consumer goods, retail, durables, health, technology, financial services, automotive, tourism, transportation, agrifood, utilities, and more.

Ipsos Marketing is a specialization of Ipsos, a leading global survey-based market research company that offers expertise in advertising, customer and employee loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting.

To learn more, please visit www.ipsosmarketing.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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