



Ipsos Executive Appointed to Affiliate Board of PBIRG

Fred LaManna on Board with Not-For-Profit Network of Pharmaceutical Industry Professionals

New York, NY, December 9, 2008 - Fred LaManna, Senior Vice President with Ipsos Marketing's Healthcare Practice — a division focused on pharmaceutical market research — has been appointed to the affiliate board of the Pharmaceutical Business Intelligence and Research Group (PBIRG).

PBIRG is an industry association dedicated to the advancement of global healthcare marketing research, business intelligence, and strategic planning in theory and practice.

As a not-for-profit association, PBIRG strives to promote and enhance the image of marketing research, business intelligence, and strategic planning disciplines. PBIRG provides a common forum to address industry issues, while offering training and education to enhance its members' knowledge and skills in the field.

Fred LaManna is the first executive from Ipsos to be appointed to the board. He is looking forward to the opportunity to be a part of this impressive network of likeminded professionals.

"It's a thrill to be a part of this select team of Affiliate Board members with my fellow pharmaceutical research colleagues from across the United States," says LaManna of his appointment. "PBIRG works diligently to connect, educate, and elevate market research professionals, and as such I feel honored to be a part of this incredibly positive, supportive organization."

Affiliate Advisory Board Representatives are chosen annually from volunteering Affiliate member companies from across the United States, to ensure that their interests are considered in the planning and execution of PBIRG programs and events.

Events include the annual AGM, taking place in May, 2009 — an opportunity to applaud and spotlight exceptional researchers and insights developed in the pharmaceutical market research field. Information in the association can be found online at www.pbirg.com.

For more information on this news release, please contact:

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About Ipsos Marketing

Ipsos Marketing is a leading global market research company. With unequalled expertise in Innovation and Brand Research, we help clients understand consumer behavior, develop and launch new products, and improve brand performance in their respective markets. Ipsos Marketing offers world-class solutions that help clients build their businesses throughout the new product development process – from the earliest stages of innovation through brand maturity. Our wide range of global solutions integrate quantitative and qualitative research as well as advanced modeling and forecasting techniques. Our research is supported by sector experts who specialize in Consumer Packaged Goods, Shopper and Retail, Health



and Pharmaceuticals, Durable Goods, Financial Services, and other industries and services. By developing a deeper understanding of your brands, consumers and marketplace, we always deliver actionable recommendations rooted in reality.

About Ipsos Marketing – Healthcare Practice

Ipsos Marketing – Healthcare Practice is an outcome-oriented market research agency dedicated to delivering high value marketing research that positively impacts brand performance for clients in the Pharma, biotech, and medical device industries.

Our team is a blend of Pharma market research experts, marketing strategists, and client-side brand-builders who deliver 'marketing-ready' solutions to our clients. We draw from a broad range of qualitative and quantitative techniques to address critical issues throughout the brand innovation and commercialization life cycle, primarily centered around opportunity assessment, positioning and marketing communications. This makes for a powerful approach and delivers uncommon insight.

As part of one of the largest survey-based market research organizations in the world, our Healthcare Practice is present in over 20 countries, offering global scope and regional depth to successfully execute large multi-country research programs.

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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