



Straight-Talking Market Research Veteran 'Tells It Like It Is'

Mary Kaye O'Brien Joins Ipsos to Lead Seattle-Based MR Practice

Seattle, WA, March 13, 2009 – Ipsos welcomes market research veteran Mary Kaye O'Brien to its team of marketing research experts. Ms. O'Brien joins as Vice President, charged with the company's Seattle MR practice area. She will also contribute substantially to the capabilities and offerings of Ipsos' travel/tourism practice, currently headed by Jim Quilty, VP in NY, and Dave Pierzchala, VP in Vancouver.

"Mary Kaye brings an exceptional, comprehensive understanding of research and consumers to our clients," comments Steve Mossop, President with Ipsos in Vancouver. "Her experience on both the client side and the buyer side of research gives her the ability to truly understand from a client perspective how to plan for, execute, and communicate research results internally. We're delighted to have her on board."

Ms. O'Brien brings over 24 years of research experience to the Ipsos table. A self-described 'straight-talker', she has worked in numerous senior positions, providing a superior understanding of all aspects of research—from consumer behavior to the broader marketplace. Of her many expertise, she has passion for applying research techniques to synergize brands, products, and experiences.

Ms. O'Brien's background covers Advertising and Branding, Product Development (ideation and evaluation) Customer Satisfaction/User Experience, and Strategic Planning. Her keen sense for understanding people, decision making, and social influences on attitude has led her across the sectors of Travel, Tourism & Transportation, Internet/ e-Commerce, Healthcare, Non-Profit, Retail, and Agency/Advertising.

Most recently, Ms. O'Brien was the Director of Brand Research for Expedia, Inc. As an internal consultant for the design and implementation of consumer research, she monitored and improved advertising/brand effectiveness and the customer experience. Mary Kaye O'Brien holds a Bachelor of Science from the University of Iowa and Master of Arts preparation in Psychology from Drake University, with an emphasis in experimental social psychology.

The Ipsos office in Bellevue employs 30, with researchers from specialty divisions focused in the fields of loyalty, marketing, and public affairs. The team services the needs of clients such as Starbucks, Weyerhaeuser, The Seattle Times, Safeco Insurance, Microsoft, Sharebuilder, World Vision, Kettle Foods, and Bartell Drugs.

For more information on this news release, please contact:

Steve Mossop
President
Market Research Canada West
Ipsos
(778) 373-5000
steve.mossop@ipsos.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.

1090 8th Street, NE, Suite 845
Bellevue WA 98004
Tel: 425.455.0810
Fax: 425.455.2218
www.ipsos.com



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.

Ipsos, listed on the Eurolist of Euronext – Comp B, is part of SBF 120 and the Mid-100 Index, adheres to the Next Prime segment and is eligible to the Deferred Settlement System. Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP