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Thomson Reuters Announces Ipsos as International Polling Media Agency of Record

March 19, 2009—New York— Thomson Reuters announced today that it has entered into an international media polling agency of record relationship with Ipsos, the world's third largest market and opinion research company.

Thomson Reuters and Ipsos will undertake regular multi-country polling on a wide-range of topics including consumer attitudes and issues, economic confidence, product and service ratings, and other timely occurrences in geopolitics and policy developments, all of which will be reported on by Reuters.

“At a time when drastic upheaval and change is affecting populations all around the world, this polling will provide critical analysis and insight into the level of confidence among citizens and consumers on issues ranging from geopolitics to the economy, and will provide Reuters with important data to both explore and report on,” said Richard Baum, Global Editor, Consumer Media, Thomson Reuters.

With aggressive advances in technology, and the global reach and coordination of Ipsos offices and operations in 64 countries around the world, rapid turnaround market and opinion research takes place on behalf of Ipsos clients in 100 countries on an annual basis.

“We believe our two companies can bring to bear enormous resources that will regularly take the pulse of countries that comprise 75% of the world’s GDP” said Darrell Bricker, President and CEO of Ipsos Global Public Affairs. “Our combined ability to collect and disseminate knowledge to people, market professionals, decision makers and organizations around the world will make our relationship valuable and exciting” he said.

About Thomson Reuters

Thomson Reuters is the world’s leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets,

powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people in 93 countries. Thomson Reuters shares are listed on the New York Stock Exchange (NYSE: TRI); Toronto Stock Exchange (TSX: TRI); London Stock Exchange (LSE: TRIL); and Nasdaq (NASDAQ: TRIN). For more information, go to www.thomsonreuters.com.

About Ipsos

Ipsos is the third largest global survey-based market research company, owned and managed by research professionals that help interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Its experts assess market potential and interpret market trends to develop and test emergent or existing products or services, and build brands; test advertising and study audience responses to various media; and, measure public opinion around the globe. With over 9,000 employees working in wholly owned operations in 64 countries, Ipsos conducts advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and a full line of custom, syndicated, omnibus, panel, and online research products and services in over 100 countries. Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2008, Ipsos' revenues totaled €979.3 million, an increase of 5.6% on 2007. Listed on Eurolist by NYSE - Euronext Paris, Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System. Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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