



“Foundations of Quality” Nabs Award for Ipsos Research Leaders

Ipsos Global Operations Senior Executives Collaborative Effort on Research Industry
Garners ARF Award

New York, NY, April 9, 2009 – Recognizing an extraordinary effort, the Advertising Research Foundation (ARF) today named a collaborative research effort that included work from two senior Ipsos researchers as the winner of an industry award.

Efrain Ribeiro, Senior Vice President, and Renee Smith, Vice President, from Ipsos Global Operations together with Dr. Tom Evans, Vice President Audio & Special Projects at ESPN have been recognized by ARF for their comprehensive work on online research. Their project, “Foundations of Quality”, was a collaborative industry-wide initiative. It examined several key principles and fundamentals of online market research involving multi-panel membership and its impact on data quality and respondent engagement.

“All of us at Ipsos are proud of Efrain and Renee’s work and commitment to this project. This award is both well deserved and indicative of their leadership and expertise,” says Jim Smith, Chairman and CEO of Ipsos in North America. “Online market research is the new frontier of research. The guidelines and principles that Efrain and Renee helped to set in place are making sure the potential of that frontier is harnessed and that the quality and value of online research meets the rigorous demands of researchers and clients alike.”

Established in June of 2008, the “Fundamentals of Quality” study is a collaborative effort initiated by the Advertising Research Foundation (ARF) and the Online Research Quality Council, bringing together research leaders from various research firms and companies including Coca-Cola, Kraft, Microsoft, Bayer, Capital One, General Motors, and ESPN. The objective was to conduct a research project on research to assure the quality and assess the value of online market research.

Efrain, Renee, and Dr. Evans proposed, designed, and oversaw the Foundations of Quality project. The industry-wide study involves 17 online sample suppliers, and provides the critical foundation for quality solutions and meaningful industry metrics to ensure the basic integrity and reliability of online research. It helps researchers to understand the effect of multi-panel membership on study results and to develop effective and efficient solutions.”

“Renee, Tom, and I are grateful for the recognition of this award and the trust our fellow researchers have placed in us with this project,” adds Efrain Ribeiro. “While the three of us share in this award, we really owe it to everyone who helped us research, examine and set the standards for quality in the field of online research. Without their collaboration and commitment to establishing principles of quality, this project would have never transpired.”

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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 2008, Ipsos generated global revenues of €979.3 million (\$1.34 billion U.S.).

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