



Digging for Deeper Understanding of Innovation's Role in Qualitative Research

Ipsos Understanding UnLtd. Appoints Jill Wittman to Innovative New Role

Cincinnati, OH, May 5, 2009 – Ipsos Understanding UnLtd., the qualitative division of Ipsos in North America, welcomes the insightful perspective of a highly accomplished and respected researcher to its ranks. Jill Wittman recently joined the company as Vice President of Innovation and Qualitative Research. In this role, she leads innovation and training programs for the industry leader's qualitative division.

"Jill brings a wealth of knowledge and energy to the Ipsos Understanding UnLtd. team," said Marilyn O'Brien, CEO of the division. "She is a visionary researcher with 15 years of experience in brand building and product development. Jill's experience, depth, and enthusiasm make for a great fit with the Ipsos UU offer and her approach and commitment to the innovation process is what our clients need to build stronger brands."

Prior to joining Ipsos, Jill had an extensive career at Procter & Gamble with a variety of positions that cut across numerous categories, countries, and expertise areas. At Ipsos, she will leverage that experience to drive performance in qualitative research, thereby maximizing results for clients.

"I joined Ipsos Understanding UnLtd. because this is a strategic team that understands and embraces the need to refine and drive research forward," says Wittman of her decision to join Ipsos. "It is also a great opportunity to be one of the authors of the future of the market research industry, working alongside industry thought leaders and with some of the biggest and best brands in the world."

Jill holds an MBA in Marketing and International Business from the University of Cincinnati and a B.S. in Chemical Engineering from the University of Illinois. She is based in the Cincinnati office.

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About Ipsos Understanding UnLtd.

Ipsos Understanding UnLtd. (IUU) is a full service qualitative research firm offering a comprehensive array of highly innovative research, facilitation, and ideation services. One of the largest and most trusted qualitative firms in the world, IUU leverages the powerful experience of its 60+ moderators and research consultants to deliver actionable insights for our clients in the Consumer Packaged Goods, Retail, Healthcare/Pharma, Technology, Financial Services, and Entertainment sectors. Moreover, IUU's proprietary products and

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techniques travel North America and globe, dovetailing seamlessly with our clients' quantitative efforts.

IUU partners with clients to identify the insights, innovative ideas, and product and service concepts that help drive business.

For more information, visit us online at www.ipsos-uu.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 2008, Ipsos generated global revenues of €979.3 million (\$1.34 billion U.S.).

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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