



New Research Solution Drives Qualitative Online for Deeper Understanding of Consumers

Ipsos Understanding UnLtd. Launches New QualSpace™ Research Solution

Cincinnati, OH, May 28, 2009 – Marketers and brand managers needing deeper insights into their consumers' minds now have a new option for rapid, accurate, and cost effective qualitative research. Ipsos Understanding UnLtd., the qualitative division of Ipsos in North America, has launched QualSpace™, a new approach that brings qualitative research to an online environment.

"The online world is shaping the real world in our every day lives. The same holds true in market research," says Jill Wittman, Vice President of Innovation and Qualitative Research with Ipsos Understanding UnLtd. "In developing QualSpace™, we wanted to take qualitative research to a new level and offer clients a powerful tool that feeds insights and information to drive decisions and deliver results."

QualSpace™ offers an interactive virtual bulletin board where the qualitative research experts from Ipsos Understanding UnLtd. facilitate 3 day to 9 month discussions around topics relevant to the client's needs. And because the tool is delivered online, there is increased flexibility, greater personal convenience and higher engagement for respondents, offering more in-depth responses to questions and richer answers for clients.

This highly flexible methodology also allows for increased creativity and customization for the client, as it provides an insightful complement to other research methods or as a stand alone solution.

"The customizable online forums QualSpace™ offers have been designed to leverage frequent moderator interaction over the life of the research, ensuring excellence and actionable insight that meets our clients' research objectives," continues Wittman. "The tool not only delivers outstanding insight into consumer minds, it does so within clients' time and cost constraints, allowing them to manage and allocate resources more effectively and more efficiently."

QualSpace™ is part of the continuously innovative suite of research products designed by Ipsos Understanding UnLtd. to help clients achieve brand success through qualitative research. For more details on these and other innovative research solutions, approaches, and products, visit www.ipsos-uu.com.

For more information on this news release, please contact:

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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 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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