



Mystery Shopping Experts Join Ipsos Loyalty to Bolster New Division

Mark E. Greene and Dolores Forget Leverage Extensive Experience to Deepen Ipsos Loyalty Mystery Shopping Offering in the U.S.

New York, NY, July 6, 2009 - Ipsos Loyalty in the U.S. welcomes two new senior research executives to their team, effectively expanding the Mystery Shopping specialty's capabilities to deliver insight on customer and brand loyalty. Mark E. Greene and Dolores Forget have been appointed to fortify the company's new Mystery Shopping division—further bolstering Ipsos' loyalty offering through a deeper, quantitative understanding of the customer shopping experience.

"In today's environment retailers can't afford to guess which of their customer service strategies are effective. They need quick turnaround to better understand and develop greater insight into the true customer experience," comments Matt McNerney, President for Ipsos Loyalty in the U.S.

"We're extremely fortunate and excited to welcome Mark and Dolores on board to implement their breadth of expertise in Mystery Shopping research. Their extensive capabilities and knowledge in this field will provide greater insight into the shopping and retail experience that customers receive from our clients".

Mark Greene brings over 25 years of hands-on experience in marketing management and most recently Shopper research. As the Vice President of Ipsos' Loyalty Mystery Shopping Division, he will be using this expertise to leverage the practice area's capabilities, in identifying new client opportunities and developing profitable new products/services.

Mr. Greene comes to Ipsos Loyalty from TNS, where he held various leadership roles related to mystery shopping and retail and shopping insights.

Dolores Forget brings over 20 years experience in both designing and executing domestic and international mystery shopping programs. Taking on the role of Director her breadth and depth of expertise brings solid categorical leadership to Ipsos' Loyalty Mystery Shopping division, putting to work her knowledge and experience in point of sale, inventory and observational audits.

Prior to joining Ipsos, Ms. Forget held management positions in both mystery shopping and custom research at TNS, Elrick & Lavidge and Acker, and in the consumer packaged goods sector with Capozzi & Petersen.

Both Mark and Dolores will be based out of our Parsippany, NJ office.

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About Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsosloyalty.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.).

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