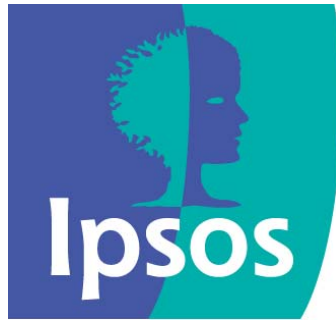


Ipsos Veteran Researcher Named to Hall of Fame

Gerry Lukeman Inducted into Market Research Council's Hall of Fame

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New York, NY, July 26, 2010 – The Market Research Council has named Gerry Lukeman as one of the 2010 inductees to the Council's Hall of Fame. Lukeman, chairman emeritus at Ipsos ASI and a highly accomplished and recognized expert in the field of advertising research, was the only current practicing researcher inducted this year into the Hall of Fame.

"Gerry's extensive experience in advertising research and his deep involvement with a number of professional industry associations amply qualify him for inclusion in our Hall of Fame – we are pleased to present him with this distinction," said Jim Collins, Chair of the 2010 Hall of Fame selection committee and representative of the Market Research Council.

Established in 1927, the New York-based Market Research Council has aimed to promote the field of market research on a number of fronts, from the advancement of the profession to the career development of its members. Since its creation in 1977, the Market Research Council's Hall of Fame recognizes outstanding members of the market, media and survey research professions. Previous inductees include Rena Bartos, Warren Mitofsky, and David Ogilvy.

"To be in this esteemed company and recognized by my peers is truly an honor," said Gerry Lukeman of his induction. "The Market Research Council does a tremendous amount to advance the profession of market research and provides New York area researchers with a

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venue to connect, share best practices, and stimulate the mind. I'm pleased to have played my role and thank them for his honor."

Gerry Lukeman's research career began in the 1960s. He played a critical role in building Ipsos ASI's advertising research expertise, now one of the world's leading organizations in the field. In 2009, Lukeman received a Lifetime Achievement Award from the Advertising Research Foundation (ARF) as part of their annual Great Mind Awards.

Additional information on the Market Research Council can be found at <http://www.mrcouncil.org>.

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