

Ipsos Forward Research Adds European and Brazilian Focus to Global Commitment

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St. Louis, MO, September 2, 2010 – Building on their commitment to be the global leader in agricultural market research, Ipsos Forward Research announces the next step in strengthening their capabilities and investment by adding two senior research professionals to directly assist clients in Europe and Brazil.

Laurent Depouilly was recently named European manager and comes to Ipsos Forward Research with over 12 years of agriculture and market research experience. Previously Depouilly worked at Kleffmann Group and Monsanto France. As European manager, Depouilly provides a local contact to a growing number of international agriculture and animal health clients and will help establish a new European base office for Ipsos Forward Research. He joined Ipsos Forward Research on September 6, 2010 and is based in Lyon, France.

Edegar de Oliveira Rosa joins Ipsos in Brazil with 7 years of agriculture market consultancy and auditing experience and over 13 years in related agriculture. Oliveira Rosa will oversee the Brazilian agriculture and animal health operations from the Ipsos São Paulo office. Most recently Oliveira Rosa worked at Agricontrol LTDA – OIA Brasil.

“Following the acquisition of Forward Research, the addition of Laurent and Edegar are the next step in the development of Ipsos’ agriculture and animal health capabilities. As

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- 1 -

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European and Brazilian opportunities grow in agriculture so does the need to have local experts on the ground,” says Gary Bennewies, President of Ipsos Forward Research. “Both of these individuals bring to our clients solid market research expertise and a deep understanding of their local markets. We welcome Laurent and Edegar to our agriculture and animal health research team.”

For more information on this news release, please contact:

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- 2 -

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