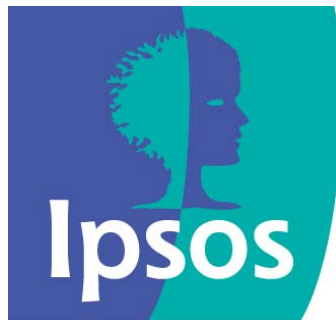


A 'Sharp' New Chief for Ipsos Understanding UnLtd.

Kristin Sharp Takes the Helm at Ipsos' U.S. Qualitative Research Specialty

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New York, NY and Cincinnati, OH – The qualitative and innovation research experts at Ipsos Understanding UnLtd. have a new leader. Kristin Sharp has been promoted to CEO for the research company's U.S. qualitative branch. Sharp has served as the President of Ipsos Understanding UnLtd. (IUU) for the past year. In addition to her new role as IUU's CEO, Sharp also becomes a member of the company's North American leadership team.

"For the last 12 months, IUU has continued to grow and flourish under Kristin's leadership," says Jim Smith, Chairman and CEO for Ipsos in North America. "Her promotion to CEO is well merited, as Kristin has achieved outstanding success since coming to Ipsos. I expect that pattern to continue as she assumes the role of CEO for the business and that the entire IUU team will continue to provide our clients with innovative solutions for qualitative research."

Kristin Sharp joined Ipsos Understanding UnLtd. in August of 2009 following a successful 13 year career at Procter & Gamble. During her time at P&G, Kristin held a number of key positions in both the Marketing and Market Research Departments, gaining extremely broad and valuable experience, especially in the fields of innovation, forecasting, and marketing optimization. Her last position at P&G was as Global and North America Director of Consumer and Market Knowledge for Home Care (P&G's highest growth Division). Prior to



that Kristin led Consumer & Market Knowledge for P&G's Tampax brand globally, and feminine care products across North America.

Kristin Sharp takes over the reins from Marilyn O'Brien, a co-founder of the IUU division, who has moved into a global strategic advisory and client management role for all of Ipsos. Sharp will report to Jim Smith, Chairman and CEO of Ipsos in North America, and to Pierre LeManh, Global CEO of the Ipsos Marketing Specialization.

"I joined Ipsos Understanding UnLtd. last year because this team has proven itself time and time again to be amongst the most innovative, forward-thinking and client obsessed groups in the research business," says Sharp. "As CEO for the team, I'm looking to build on those strengths and continue our drive to excellence in qualitative research and client service."

Kristin Sharp is based in Cincinnati.

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