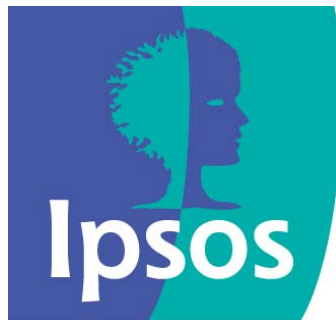


Ipsos Helps Connect Marketers to the World of Social Media

Kevin Thompson Joins Ipsos' U.S. Media, Content & Technology Research Team

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New York, NY, February 2, 2011 – The social media ecosystem has become a way of life in its own right, impacting the way people interact with each other and the brands they shop for. To help marketers connect with and gain insight from the research opportunities in this ever evolving area, Ipsos OTX MediaCT is expanding its Corporate Development team. Kevin Thompson has joined the company as Senior Vice President, Social Media. Ian Wright, Executive Vice President of Corporate Development with Ipsos OTX MediaCT in the U.S., made the announcement.

“Social media is a phenomenon that both intrigues and mystifies marketers,” says Wright. “Ipsos offers research solutions that help them find clear and strategic answers to their questions. Kevin’s role will be to help connect clients to those answers, ensuring they are on top of what is happening in this rapidly changing ecosystem. Kevin brings a high degree of insight and analysis to his work, and is valued as a thought leader in the area of social media research.”

Originally from the U.K., Kevin Thompson has a strong understanding of the Ipsos organization. He previously worked for Ipsos in the U.K., beginning an eight year career

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with the company's London office in 1998. Immediately following that, he worked in a senior level role with OTX Research from 2006 to their acquisition by Ipsos in 2010.

"I'll look at our research offering from a client perspective, addressing their needs, challenges and concerns" says Kevin Thompson. "The goal is to help our clients develop a better understanding of the social media landscape in terms of consumer behaviour and attitudes".

Thompson is based in New York City.

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