

# Ipsos in North America Finds New Corporate Home

## *Research Company's North America Headquarters Relocates to New York's Time-Life Building*

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## **Ipsos in North America Finds New Corporate Home**

### ***Research Company's North America Headquarters Relocates to New York's Time-Life Building***

**New York, NY, May 18, 2011** – Ipsos in North America has moved its New York-based headquarters from Broadway to the Time-Life Building at 1271 Avenue of the Americas in New York City. The location will serve as the headquarters for Ipsos in North America. The company will occupy the entire 15th floor of the 48-floor building.

“This is a location that will let our clients know that Ipsos is a growing and dynamic company and an important partner in the success of their brands,” says Jim Smith, Chairman and CEO for Ipsos in the Americas. “The new space provides a highly collaborative office environment, allowing our staff to think openly about our clients’ needs and work together to deliver insightful and objective research solutions.”

All employees from Ipsos’ former North America headquarters at 1700 Broadway as well as some employees from the company’s Seventh Avenue office have moved to this new location. The Seventh Avenue office will remain open, but teams that previously occupied the three floors of office space at 1700 Broadway will now work on one single floor at the Time-Life Building.



The new office houses Ipsos' corporate leadership for the Americas, as well as New York operations for Ipsos ASI, Ipsos Interactive Services, Ipsos Marketing, Ipsos Mendelsohn, Ipsos Public Affairs, Ipsos Vantis and the Ipsos OTX MediaCT team.

"Ipsos is continuing to grow and the move to the Time-Life Building is representative of that growth," adds Smith. "We are very pleased to be part of this great office complex as we continue to expand our presence in North America. "

Ipsos is currently the fifth largest market research firm in the world. In the United States, Ipsos rose one spot to seventh overall in the 2010 annual Honomichl Top 50 Report of market research firms published by the American Marketing Association (AMA). In 2010, revenues from Ipsos in North America grew by 34% over 2009 results.

First opened in 1959, the Time-Life Building is part of the iconic Rockefeller Center in Midtown Manhattan. The building is located at 1271 Avenue of the Americas (6th Avenue) between 50<sup>th</sup> and 51<sup>st</sup> Avenue, directly across from the famed Radio City Music Hall.

**The new office postal address is:**

Ipsos  
1271 Avenue of the Americas, 15<sup>th</sup> Floor  
New York, NY 10020



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