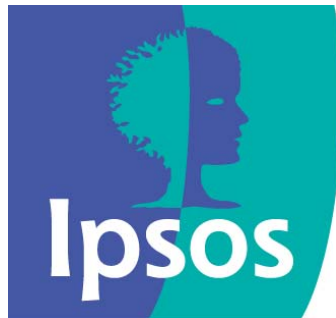


Concept and Idea Testing Just Got Faster!

Ipsos Vantis Increases KPI Reporting Speed to 1 Week in its “Vantis Concepts” Offering

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Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2010, Ipsos generated global revenues of €1.140 billion (\$1.6 billion U.S.).

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New York, NY, July 6, 2011 – Ipsos Vantis continues its commitment to delivering rich marketing perspectives and data-backed analysis and demonstrates that by reducing the amount of time to deliver KPI results to clients. The improvements will allow marketers to get powerful, fast, affordable concept results even sooner with **Vantis Concepts**.

“Through constant pursuit of process efficiency, we are now able to deliver key performance indicators to our clients one week from the time we start to field,” says Stephen Bohnet, Senior Vice President and General Manager, Technology Research with Ipsos Vantis, “For our clients who are constantly up against deadlines, they’ll find with our expertise, fast just got faster.”

Vantis Concepts is a powerful, fast, and affordable testing program uncovering not only mass appeal ideas, but also hidden winners, breakthroughs, and niche plays that most research firms systematically miss. Each concept is compared to a normative database amassed by Ipsos Vantis over 20 years, containing over 23,000 tests across technology, telecom, consumer electronics and entertainment, health, and hospitality, retail, and financial services sectors.

An innovative suite of messaging analyses measures overall communication efficiency as well as specific phrase-by-phrase responses. “Vantis Concepts isn’t only used as a screening

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- 1 -

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tool. What our clients really love is that it identifies what is working with an idea and gives specific guidance where improvements are needed. This feedback system fits the true innovation process. Screening out some ideas is always necessary in research, but we find that the most underserved need in innovation is giving better guidance about how to launch,” adds Bohnet.

Vantis Concepts is a highly structured analytical package customized around a marketing teams’ needs. It provides clear findings backed by powerful analytics and expert point-of-view - a hallmark of Vantis research. Clients gain access to deep insights, rich data, and knowledge into what will lead their next idea or concept to a successful launch. Each test includes a market success score, key measure scorecard, customer targeting profile, message and buzz power scores, and a detailed phrase-by-phrase analysis of what messages motivate the consumer to buy.

Vantis Concepts offers additional modules for forecasting, price elasticity, price range analysis, feature ranking, category driver analysis, positioning analysis, and custom profiling.

For more information on this news release, please contact:

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- 2 -

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- 3 -

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