

A Familiar Face Reunites with the Ipsos U.S. Family

Jeff Cail Returns to Ipsos to Head U.S. Operations as Country President & CEO

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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.). Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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New York, NY and Cincinnati, OH, July 26, 2011 – A sign of Ipsos' continued dedication to building a strong leadership team focused on our clients, the company is announcing that a familiar face will head up Ipsos' U.S. operations as President and Chief Executive Officer. Jeff Cail returns to Ipsos as President & CEO for Ipsos in the United States. Jim Smith, CEO for Ipsos in the Americas made the announcement.

"Jeff will be responsible for all strategic development, business and organizational growth, and execution of all aspects of the Ipsos business in the United States," says Jim Smith.

"Having spent his entire 23 year business career in market research, Jeff understands our business and our clients like few others. He brings outstanding market research, client service and general management experience and skills to Ipsos in the U.S. and will help guide our U.S. research teams to delivering superior service that enlightens and delights our clients."

A seasoned research executive, Cail is no stranger to the industry, and in fact, was previously President with Ipsos' U.S. qualitative branch, Ipsos Understanding UnLtd. In the interim, he was a senior level executive with Nielsen Online and held previous senior level positions within the Nielsen and BASES research organizations.

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"Ipsos is a great company today and has an even brighter future," says Cail. "I'm particularly excited about the specialization strategy which Ipsos employs. This strategy allows our team to genuinely focus on specific areas of research and develop true expertise to bring to our clients. This expertise helps drive deep customer insights which give our clients an advantage in the market. Add in Ipsos' ability to deliver these insights on a global scale and we have the opportunity to become a trusted partner for our clients."

Jeff Cail is a graduate of Miami University in Oxford, OH, having received degrees in Marketing and Business Statistics. He resides in Cincinnati with his family and will be primarily based there, with regular travel to various Ipsos U.S. offices, in particular, country headquarters in New York.

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