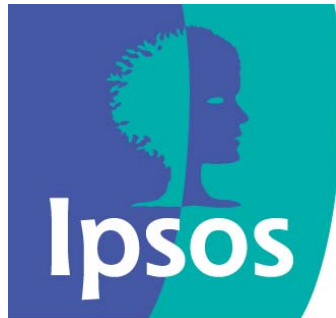


McLaren to Orchestrate Syndicated Product Development at Ipsos

*Mark McLaren Joins Ipsos OTX MediaCT's Syndicated Services
Team as Vice President*

Public Release Date: Monday, August 29, 2011, 6:00 AM EDT



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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McLaren to Orchestrate Syndicated Product Development at Ipsos

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New York, NY, August 29, 2011 – Never before has the world of media been so vast and complex. To help clients better understand media consumers, Ipsos is enhancing its syndicated research team. Mark McLaren has been recruited by Ipsos OTX MediaCT to join the company as Vice President of Syndicated Services. In this role, McLaren will support the continued growth of the team's syndicated research products.

"Mark brings a wealth of experience developing, expanding and growing syndicated research products that deliver value to clients," says Julianne Schiffer, Senior Vice President and Managing Director, Syndicated Services, Ipsos OTX MediaCT. "He is a proven leader in activating and extracting value from robust databases of syndicated insights for clients and global research organizations. We're thrilled to have him on board to spearhead the continued development of our syndicated service offering."

Overseeing research activities for the group, McLaren will be responsible for Ipsos OTX MediaCT's LMX Longitudinal Media Experience portfolio of products, which monitor U.S. consumers' engagement with media and new technology, and how it changes over time. He

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will also focus on the development of ConsumerMaps, a syndicated study that offers a new approach to evaluate brand equity in today's multi-dimensional media culture.

Prior to joining Ipsos, McLaren worked at GfK Mediamark Research & Intelligence, leading international expansion initiatives for syndicated products. He also managed the company's exploration of RFID technology for the purpose of passive print measurement.

"Ipsos has established itself as a leader in the dynamic media, content and technology field in the U.S. through the constant evolution of products and services," says McLaren. "I'm excited to join the Ipsos OTX MediaCT Syndicated Services team and help drive cutting edge innovation and provide clients with cost effective tools to understand rapidly changing attitudes and behaviors of digitally-driven consumers."

Before making his debut in market research, McLaren honed his creative skills as a music supervisor, conductor and pianist on Broadway and National Touring companies of CATS, The Phantom of the Opera, Titanic, Les Misérables and Chitty Chitty Bang Bang.

McLaren holds an MBA with concentrations in statistics and marketing from New York University Stern School of Business, where he graduated with distinction.

He is based in New York.

For more information on this news release, please contact:

Eric Villain

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