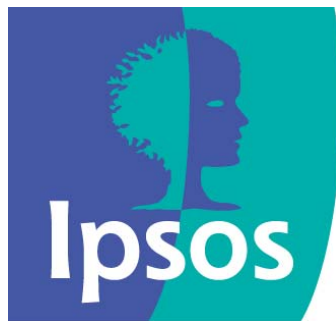


Ipsos Adds a New Mind to its Collective Brain Power

Elissa Moses Joins Ipsos' Neuroscience and Emotion Research Team

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New York, NY, January 18, 2012 – Ipsos is digging deeper into some very thought inspiring matter. Grey matter, that is. A highly accomplished neuro-marketing research and brand strategy expert has joined Ipsos Open Thinking Exchange, the company's insights and innovation team, to bolster the company's growing neuroscience and marketing practice. Elissa Moses joins Ipsos as Executive Vice President for Neuroscience and Emotion.

"Marketing is as much science as it is art, and Elissa brings extensive experience and knowledge into how our brains work," says David Brandt of the Ipsos Open Thinking Exchange. "This is invaluable information for many brands and a growing area of research with great potential and significance. Elissa's expertise in this subject will help Ipsos unlock the mysteries within the human brain and help our clients better understand the role emotions play in building brands."

Moses has distinguished herself for mining insights and exploring consumer purchase decisions to help companies optimize communications and brand strategies. Throughout her career, she has helped inform and guide the marketing strategies for many of the world's most recognizable brands, including Coca-Cola, Gillette, P&G, and Philips among others.

Immediately prior to joining Ipsos, Moses was Chief Strategy and Analytics Officer at EmSense, growing the company's business from a start-up to a leading position in the

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industry. Before her role at EmSense, Moses built an outstanding career with several consumer goods companies and advertising agencies, holding executive and leadership positions, including Grey Worldwide and Philips Electronics. She was also an industry innovator as founder and Managing Director of The BrainWaves Group. Earlier in her career, she held senior roles at DMB&B, BBDO, and Seagram. She is a frequent speaker and presenter and book author of 'The \$100 Billion Allowance: Accessing the Global Teen Market' based upon extensive global teen research into the minds, values and shopping habits of youth in 45 countries.

In her new role at Ipsos, Moses will help shape the company's growing neuroscience practice, aimed at helping clients better understand the emotional triggers that drive the purchase and brand decisions consumers make.

"As a global leader in marketing research with a dedication to innovation, Ipsos stands at the cutting edge of research," says Moses. "Their commitment to understanding emotions means Ipsos' clients have new opportunities to better understand their consumers and grow their brands using the best neurometric tools available anywhere in the world.

Elissa Moses holds a BA in Human Behavior from the University of Chicago and studied marketing at Kellogg. She resides in Connecticut and be based out of Ipsos' office in New York.

For more information on this news release, please contact:

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