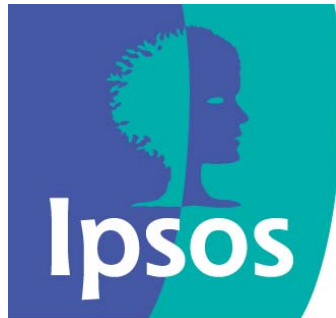


Ipsos Gallops Forward in the Animal Health Market

Veterinarian/Researcher Caitlin Blazic Joins Ipsos Forward Research

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Saint Louis, MO, January 23, 2012 – Ipsos Forward Research is building on its strengths in providing insights to the veterinary and animal health market. Caitlin Blazic, VMD, has joined the team as a Senior Research Manager. Dr. Blazic's technical knowledge, years of experience in private practice, and previous role as a director of qualitative and quantitative marketing research will ensure a rich blend of insights for clients of Ipsos Forward Research.

"We brought Caitlin on board because as a veterinarian and a market researcher, she brings a rare combination of skills and understanding to the table," says Mark Golde, Animal Health Lead from Ipsos Forward Research. "As a veterinarian, she understands the needs and concerns of both animal healthcare professionals and their clients. As a market researcher, she recognizes the business issues facing animal healthcare companies. This combination of skills and experience allows her to build a true and genuine trust amongst all parties interested in animal health, allowing Ipsos Forward Research to garner greater insights into the needs of the market."

Prior to joining Ipsos, Dr. Blazic worked in a Pennsylvania based marketing research and consulting firm where she conducted qualitative and quantitative research across a variety of therapeutic areas. Her clinical background lends a certain depth and richness to qualitative research, as she can communicate fluently with veterinary professionals and pet owners



alike. Animal health clients also benefit from her technical expertise which offers unique insight and credibility to all phases of research.

Before working in the field of market research, Dr. Blazic completed a surgical internship in New Jersey before joining a mixed animal practice in western Pennsylvania. "As a veterinarian, I am a passionate advocate for the advancement and improvement of animal health. As a market researcher, I aim to connect clients with that passion through insights that help inform and direct their decisions," says Blazic. "Ipsos Forward Research is a diverse and exceptional team and I'm excited to contribute."

Caitlin Blazic earned her doctorate from the University of Pennsylvania's School of Veterinary Medicine, and graduated with a Bachelor of Arts degree from the University of Notre Dame. Dr. Blazic is based at Ipsos' office in Saint Louis, Missouri.

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