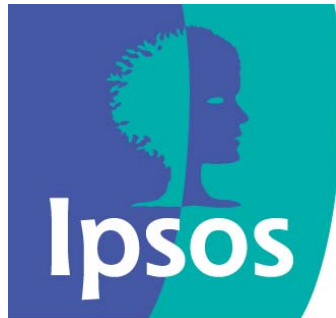


New SVP to Strengthen Ipsos MediaCT's TV and Sports Entertainment Expertise

*TV and Sports Research Expert Ken Colen Named in Senior Role
with Media Research Team*

Public Release Date: Wednesday, February 15, 2012, 6:00 AM EST



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New SVP to Strengthen Ipsos MediaCT's TV and Sports Entertainment Expertise

TV and Sports Research Expert Ken Colen Named in Senior Role with Media Research Team

New York, NY – Ken Colen has been appointed to the position of Senior Vice President within the Ipsos MediaCT organization. Among Colen's responsibilities will be overseeing Ipsos' sponsorship of the newly launched Time Warner Medialab. Bruce Friend, President of the division in the U.S. made the announcement.

Colen has spent the past 25 years planning and leading strategic research projects for some of the world's biggest media companies and also has specific expertise in sports marketing.

Colen comes to the role from Synovate, which was acquired by Ipsos in October 2011. Beginning January 1 2012, the two companies have fully combined under the Ipsos banner, forming the world's third largest research practice. In his previous role, he was Vice President of Qualitative Research, a position he took on in early 2011.

"Ken Colen's career is a lot like the media business itself – both have thrived off being innovative, creative and embracing change" says Bruce Friend. "For Ken, his experience within the world of media and sports and his connections within the former Synovate team



will help to strengthen Ipsos MediaCT's offer, bringing better ideas and better solutions to our clients."

For 16 years prior to that, Colen owned and operated Colen Research & Consulting, LLC. In addition to media and sports, he worked with blue-chip and Fortune 100 companies across a number of categories, including: consumer packaged goods, retail, healthcare/pharmaceuticals and business-to-business marketing. Prior to setting up his research consulting firm, Colen held various roles at Viacom, where he managed research supporting MTV's programming and marketing departments.

"This is an incredible time to be in the world of media, filled with exciting opportunities for our clients. I'm looking forward to connecting them with research that matters to their business and helping to build the Ipsos MediaCT brand" says Colen of his new role. "The combined efforts of Ipsos and Synovate will bring about new and more powerful research solutions. That's exactly what today's evolving media market needs to keep up with how consumers are thinking and behaving."

Ken Colen graduated Phi Beta Kappa from Rutgers University with a B.A. in English and a Minor in Psychology, and holds a Master's of Social Work degree from Hunter College.

Ken Colen is based in New York City.

For more information on this news release, please contact:

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