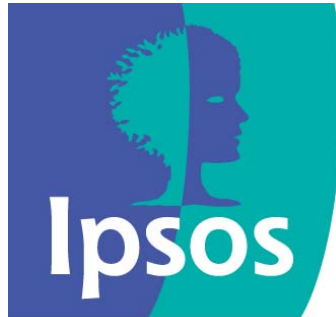


Ipsos Celebrates Quality Research and Rising Stars

Ipsos Researchers Nab 'Great Mind' Awards at Annual ARF Conference

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers 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 and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.897 billion U.S.) in 2011.

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

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New York, NY – The Advertising Research Foundation (ARF) has honored Ipsos with three prestigious awards, recognizing the company's commitment to excellence and innovation in research. Researchers from Ipsos took home two Gold awards and a Quality in Research award at the Great Mind Awards Luncheon held on March 28 during the ARF Re:think 2012 Convention in New York.

"Great thinking is a hallmark of Ipsos and an attribute for which our clients have come to trust and value us. It is good to know that our colleagues across the industry also recognize that effort. I congratulate our winners on their achievements," says Jim Smith, Chairman and CEO for Ipsos in the Americas.

The three award winners from Ipsos represent a cross section and a melding of advertising, digital, and media research - a true representation of what is happening in the world of communications.

Leah McTiernan, Vice President with Ipsos ASI, picked up a Quality in Research award for Big Idea and Advancements in Qualitative research, a product from Ipsos' advertising research specialty. The Quality in Research award is in recognition of significant contribution to excellence in research. Ipsos ASI's expertise includes all aspects of advertising

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development and in-market evaluation across traditional and emerging media. Their goal is to help marketers and advertisers deliver the right message at the right time across the right media to deliver the best return for their brand.

Two 'rising stars' from Ipsos were also recognized. Maria Cole from Ipsos MediaCT's U.S. team won a Gold Medal award in the Industry Rising Star category. And Christine Kahm from the Ipsos ASI Digital team was also presented with a Gold Medal award as an Industry Rising Star. These awards recognize outstanding young researchers who show the promise and potential to lead the next generation of research. Cole and Kahm both work in innovative, cutting edge research at the convergence of the media and digital worlds.

The ARF Great Mind Awards recognize and celebrate individuals who contribute to the excellence and advancement of advertising research. Established in 2006, the awards honor research innovation, rising research stars, outstanding ARF member contributions, lifetime achievement within the industry, and quality in research. For more information about the 2012 ARF Great Mind Awards, visit: <http://www.thearf.org/great-mind-12.php>

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