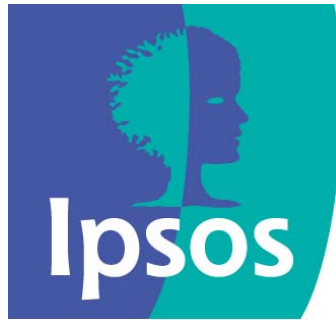


Ipsos InnoQuest Appoints New Global Head of Product Testing

David Lansanah to Head Up MarketQuest team

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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.

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New York, NY – Ipsos has built a global leadership position in product testing and now their MarketQuest team – which provides product research and development solutions throughout the product lifecycle – has a new global leader to continue driving that success. David Lansanah has been appointed Global Managing Director for MarketQuest, a specialized unit within the Ipsos InnoQuest innovation and forecasting practice. The announcement was made by Lauren Demar, Global CEO for Ipsos InnoQuest.

“David Lansanah is a recognized global expert in product testing, bringing a wealth of insight and experience to the table,” says Demar of the appointment. “Product testing is a critical component of the innovation process. As a result of the combination with Synovate, Ipsos is now the world leader in product testing, thanks to a superior set of capabilities and a strong global team. With 8 years on the leadership team of Synovate’s MarketQuest organization, David has the knowledge and passion to drive even more value for our clients as he fully leverages the expanded resources within the Better Ipsos.”

Lansanah has extensive product design and development research experience using both qualitative and quantitative methodologies. In a career spanning 24 years in the market research industry, he has leadership and research experience from around the world, with

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- 1 -

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past assignments in regions including: North America; Central and Eastern Europe, the Middle East, and Africa (CEEMEA); and, most recently, Asia.

Lansanah comes into the role from Synovate, which became part of the global Ipsos Group in October 2011. In 2004, he started at Synovate in Cincinnati, Ohio, with responsibilities for the MarketQuest team dedicated to P&G. Relocating to Dubai, UAE, in 2007, he served as Regional Director of MarketQuest in CEEMEA, and then moved on to Greece in 2009, where he served as both Managing Director of the Greece Business Unit and MarketQuest Regional Director (CEEMEA). In January of 2010, he relocated to Singapore to manage MarketQuest in Asia Pacific. Prior to joining Synovate, Lansanah worked with major research firms including RoperASW, AcuPOLL Research, and WonderGroup.

In his new role as Global Managing Director, Lansanah will be responsible for leading one of Ipsos InnoQuest's key global solutions platforms and further strengthening the company's product testing business. He will also oversee a global team of product testing experts around the world and throughout the entire Ipsos organization.

"Ipsos' strong global position means this is a position rich with opportunity and I welcome and embrace it," says Lansanah of his new role. "As our clients know, the only way to grow and innovate is to seize those opportunities through calculated, measured and informed decisions. And that's why they turn to the research teams at Ipsos. I'm excited by what's ahead."



David Lansanah graduated with a Masters Degree in Marketing and Product Development from Cranfield University at Bedfordshire in the U.K. He is based in Ipsos' office in Singapore but will have global responsibilities.

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- 3 -

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