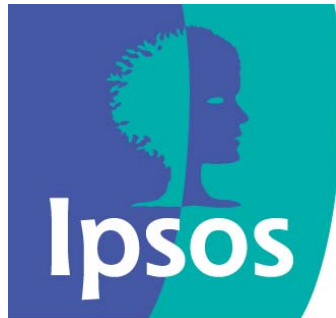


Ipsos MediaCT Tunes In with a Senior-level Digital Media Expert

Paul Wallace Joins Ipsos MediaCT's U.S. Team as Vice President

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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 MediaCT is continuing to revolutionize research in the already revolutionary world of media, content, and technology. Paul Wallace, a highly accomplished digital media expert, has joined the Ipsos MediaCT team in the U.S. as Vice President. Jon Greenwood, President of Ipsos MediaCT in the U.S., made the announcement.

“Paul Wallace is an experienced executive with a tremendous talent for translating strategic insight into bankable results for agencies and advertisers,” says Greenwood. “He has an encyclopedic grasp of what matters in every facet of digital execution, having forged operations teams for advertising agencies, trade desks and ad networks. And for Ipsos MediaCT’s U.S. clients, his talents and expertise will complement their success.”

Paul Wallace is a manager, leader and experienced digital media professional. At Ipsos, he will be responsible for securing several high profile lines of new business while managing and overseeing operations on active business.

Prior to joining Ipsos, Wallace was a senior executive within WPP's Media Innovation Group (MIG). In that role, he oversaw all global operations for MIG's platforms across several major



advertising and media agencies, managing business development efforts as well as a team of over 20 media and operations professionals.

Prior to that, he worked with a variety of advertising and media agencies, and was a top-rated radio host for 96.1 KISS in Pittsburgh.

“We’re at a point in time when the world of media is changing faster yet holding greater influence on people’s everyday lives. And those two forces are driving the need for better research,” says Wallace. “Under Jon Greenwood’s leadership Ipsos MediaCT is addressing those needs with research solutions and experts that deliver value, results and drive performance. I’ve worked with Jon before and I’m both pleased and excited to be back working with him at a company like Ipsos, which has dedicated itself to research innovation and excellence.”

Paul Wallace holds a Bachelor of Science degree in Communication Theory/Broadcasting and a Minor in Marketing from the Cook Honors College at the Indiana University of Pennsylvania. He is based at Ipsos MediaCT’s office in New York and can be followed on Twitter @PaulJonWallace.

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