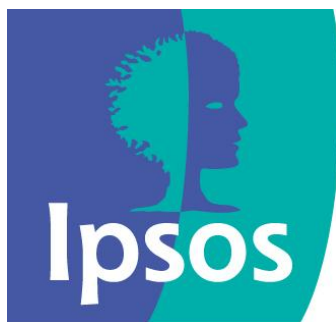


New Research Collaboration Helps Marketers to Better Understand, Target and Reach America's Affluent

Ipsos and mTAB Collaborate for Deeper Insights and Greater Impact on America's Affluent

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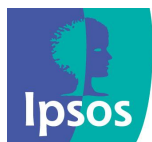
Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the 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 €1,789 billion (\$2.300 billion U.S.) in 2012.

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New York, NY – The Affluent in America are among the most coveted yet most elusive audiences for marketers across many sectors of the American economy. Thanks to a new relationship between Ipsos and mTAB, understanding and reporting on their media habits and behaviors is becoming more accessible to brands. Ipsos and mTAB are pleased to announce an exciting collaboration for making the Ipsos Affluent Survey USA available to brand marketers on mTAB's platform.

"For nearly four decades, we've studied the lives of the most affluent Americans and their families, giving Ipsos a rich, in-depth, and robust understanding of the media they consume, the products and services they use and their planned activities," says Evan Borak, Senior Vice President with Ipsos MediaCT in the U.S. and Head of the Audience Measurement Group (AMG). "Thanks to our collaboration with mTAB, more brands from more industries across the country – from automotive to financial services to consumer goods – will be able to leverage the full benefits of our findings and pinpoint their marketing strategies to target, excite and entice America's most affluent consumers."

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Now in its 37th year, the Ipsos Affluent Survey USA (formerly branded as The Mendelsohn Affluent Survey) is the definitive source of information about the lives, lifestyles, and spending habits of the 62.5 million Affluent Americans with \$100,000 or more of household income. With a large sample size (13,000+) and a truly projectable sample, marketers use its actionable insights for strategic planning, market sizing, new product launch, media planning, and to guide creative messaging and communications.

mTAB, a survey analysis and reporting firm serving the needs of Fortune 500 companies for over 25 years, offers a new and powerful means of extending the value of the Ipsos Affluent Study.

This collaboration will open new marketing opportunities for brands wanting access to the America's Affluent, allowing them to more accurately and precisely target the audiences they want for achieving brand success.

"mTAB is honored to be selected as an Ipsos business partner for the Ipsos Affluent Survey USA," says Brad Hontz, President of mTAB. "mTAB will allow its customers who are also subscribers to the Ipsos Affluent Survey USA to easily mine and analyze this incredibly rich survey data set. mTAB's unique ability to conveniently trend multiple years of survey projects supports trending the extensive history of the Ipsos Affluent Survey."



About mTAB Survey Analysis Services

mTAB www.mtabsurveyanalysis.com is a comprehensive, industrial strength solution for survey analysis and reporting. mTAB extends and amplifies the value of marketing research by enabling anyone within the enterprise to easily compare, combine and trend past, present and future survey projects results. mTAB enhances storytelling and understanding of every survey research project.

About Ipsos MediaCT

Ipsos MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space.

We work with leading companies in technology, entertainment and all sectors of media – TV, online, print, mobile, outdoor, radio – helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they use to discover, talk about and access this content.

Ipsos MediaCT is a specialist division within Ipsos, one of the world's largest market research agencies. Ipsos has offices in 85 countries, generating revenues of €1,789 billion (2.300 billion USD) in 2012. Alongside media, content & technology, Ipsos has specialist practices in advertising, loyalty, marketing and public opinion research.

Visit www.ipsos-na.com/media to learn more.



For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services
Ipsos in North America
(778) 373-5136
elen.alexov@ipsos.com

Bradley Hontz
President
mTAB Survey Analysis Services
(714) 693-3110 ext. 325
bhontz@mtabsurveyanalysis.com

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