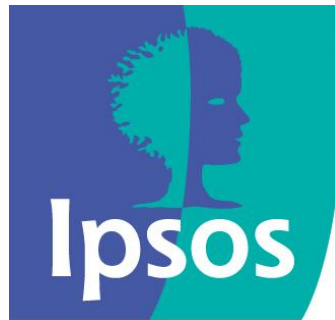


Ipsos Roars at the Cannes Lions

*Ipsos Provides Unique Executive Networking and VIP Experience at the World's
Most Anticipated Celebration of Creativity*

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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. Ipsos ranks third in the global research industry.

With offices in 86 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 €1,712,4 billion (2 274 M\$) in 2013.

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

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New York, NY – With less than a week to go, the creative community is counting down the days until the widely anticipated 61st Cannes Lions International Festival of Creativity.

This year, for the first time ever, a research company has been brought into the inner circle of the Cannes Lions Festival, which famously celebrates and inspires creativity. That groundbreaking research company is Ipsos. With a strong dedication to innovation and a reputation for designing transformative research tools, Ipsos is proud to announce a partnership with the Cannes Lions Festival to offer VIP guests added value, meeting space and executive networking at the festival.

From June 15-20, over 12,000 of the world's greatest creatives, advertisers, and marketers from around the globe will gather in Cannes to learn, network, and celebrate with a wide range of events and seminars led by world-renown speakers. "Ipsos is extremely excited to be offering an opportunity for VIP attendees to conduct meetings, catch up on emails, network and relax between seminars at The Clubhouse, right in the heart of the Palais," says Shelley Zalis, CEO of Ipsos OTX. "We have created a unique experience inside the lounge that will immerse our guests in some of the exciting things we do in the areas of Neuroscience, Connected Consumer, as well as Mobile and Social Media Research."



The Clubhouse, which is conveniently located on Level 1 of the Palais des Festivals in the Toscan du Plantier, will also provide an exclusive private networking environment throughout the festival, and is equipped with a complimentary bar, daily breakfast and lunch, mobile charging points, free Wifi and more. This invitation only event will offer Cannes VIP attendees a unique and valuable experience – something that Ipsos has become known for at Cannes since the launch of the Ipsos Girls Lounge which will also be available throughout the festival.

Originally established in 1954, Cannes Lions is the world's biggest celebration of creativity in communications. Benchmarking innovation in anything from mobile and billboards to design and branded content, it is the home of the great ideas changing the ways brands interact with their customers.

For more information on Ipsos' VIP lounge and/or the Ipsos Girls Lounge:

<http://www.ipsos-na.com/knowledge-ideas/events/ipsos-girls-lounge-cannes-lions.aspx>.

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