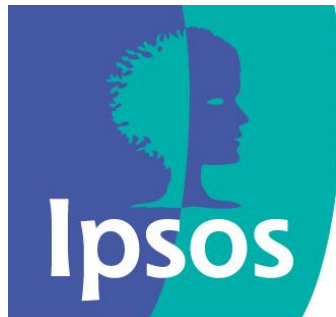


Ipsos Adds to Its Agency and Brand Research Expertise with New Hire

Ashley Hoskinson Joins Ipsos MediaCT's Business Development 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. 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.

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New York, NY – As the media landscape continues to change at a remarkable pace, brands and media agencies need trusted partners who understand their business and provide solutions that drive their objectives. Ashley Hoskinson has joined Ipsos MediaCT's Audience Measurement Group as Vice President of Business Development to do precisely that. The announcement was made by Evan Borak, Senior Vice President with Ipsos MediaCT in the U.S. and Head of the Audience Measurement Group.

As an accomplished media research expert with deep agency and brand experience, Ashley will work closely with agencies and advertisers on their custom and syndicated research needs, in particular to deliver on their strategic goals for reaching the affluent market. She will also contribute to driving business development across the U.S.

"We always strive to put our clients at the heart of what we do and they need advisors who know their businesses inside out," says Evan Borak. "Ashley is well-suited to act as a strategic partner to our clients. With a unique perspective that comes from a background in agency research, I have no doubt that she will help support our clients' long-term growth through her understanding of the media business and her experience developing innovative research strategies."

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Ashley brings a consultative approach to the Ipsos MediaCT team, as well as over a decade of experience in the field. Prior to this role, she served as Vice President, National Accounts at a global research company, where she collaborated with agencies and advertisers on using media research to inform their media planning and buying. Before that, many years of Ashley's career were spent as a researcher on the insights teams at advertising agencies. Her most recent agency experience was as an account-dedicated Research Manager at Mediacom, and prior to that she worked across all accounts at Initiative, where she honed her research skills.

"When it comes to media consumption – whether it's through traditional means or new digital platforms – a meaningful experience hinges on a deep understanding of the audience. I've seen Ipsos build a number of innovative audience measurement tools over the years, and I'm keen to play a pivotal role in using these solutions to address our clients' business objectives," adds Hoskinson of her new role with Ipsos MediaCT.

Ashley Hoskinson holds a B.S. in Marketing and a B.A. in Spanish from Lehigh University. She is based in the company's New York office.

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