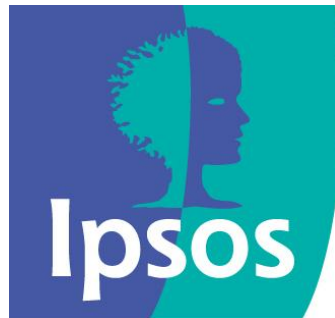


Leader of Ipsos in North America Appointed to CASRO Board of Directors

Pierre Le Manh to Step into Role on CASRO's Board in 2015

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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 – Pierre Le Manh, CEO North America of Ipsos, has been invited by the Council of American Survey Research Organizations (CASRO) to join its 2015 Board of Directors. He will fill the Class 2, larger-sized businesses position for a three-year term, with responsibilities starting on January 1, 2015. The announcement was made at CASRO's 39th Annual Conference held in Denver from September 29 to October 2.

CASRO strives to be the “voice and values” of the research industry, representing more than 330 companies and market research operations in the United States and abroad. The CASRO Board meets quarterly to set an agenda, review association initiatives, review and vote on membership applications, provide fiduciary oversight and approve association budget. Elected by the membership, directors also serve on various committees, including Membership, Standards, Government Affairs, among others.

“I’m honored to join this impressive team of research professionals,” says Le Manh of his appointment. “As the market research industry continues to adapt to change, it’s critical for organizations to enforce standards and guidelines that ensure the best interests of our clients. That’s what CASRO is all about, and I’m excited to contribute my expertise to help do that.”



Directors were elected for their ability to exhibit personal leadership, commitment and involvement in CASRO and the research industry. Further, to ensure that the Board is representative of the diversity of CASRO's membership, the research expertise of the individual was considered, as well as the company's specializations and services, its size, and its headquarters location.

Pierre Le Manh brings a wealth of leadership experience to the Board. In addition to his current positions as CEO of Ipsos in North America, Global Chairman and CEO of Ipsos Marketing, and Deputy CEO of Ipsos Group, he has held several roles as CEO of Ipsos Europe, Chairman of the Central and Eastern Europe, Middle East and Africa regions and Global Chairman of Ipsos ASI. Before he joined Ipsos in 2004, he was CEO of Consodata, a world leader in Database Marketing subsequently merged into Acxiom.

Additional information about the 2015 CASRO Board of Directors can be found here:
<http://www.casro.org/news/197532/CASRO-Announces-Election-of-2015-Board-of-Directors.htm>

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