



MARKET RESEARCH LEADER IPSOS ACQUIRES VANCOUVER-BASED T.T.I. MARKET EXPLORERS

Toronto, ON, July 21, 2003 – Market research leader Ipsos, the world's second largest survey-based market research company, today announced that Ipsos-ASI has acquired T.T.I. Market Explorers, a Vancouver-based company specializing in advertising testing and tracking. This latest acquisition allows Ipsos-ASI to further strengthen its position as a leader in advertising testing and tracking in North America.

Created in 1996, Vancouver-based Market Explorers conducts advertising and communications research for clients across varied service sectors including gaming and lotteries, financial institutions, utilities and telecommunications. It had total sales of \$2 million Cdn. in 2002. Under its new name, Ipsos-ASI, the company will be managed by Majid Khoury, its current partner and president.

Ipsos already has a well established presence in the Vancouver market: Ipsos-Reid is a market leader in market research and public opinion polling. This acquisition allows Ipsos to offer its west coast clients a full spectrum of research services.

Alix Davenport, President and Country Manager for Ipsos in Canada indicated that "Adding Market Explorers to our Ipsos-ASI company will enable Ipsos to reinforce and expand our already successful Ipsos-ASI business on the west coast of North America. It will allow us to serve our current clients better and to expand our practice with new clients in the British Columbia, Alberta, Washington, Oregon and California areas."

Peter Haslett, Co-President of Ipsos-ASI in Canada said "We are delighted to welcome Majid Khoury and his terrific team of researchers into the Ipsos-ASI family. They know advertising tracking better than anyone else on the west coast – that's what they do. Market Explorers is a perfect fit for us."

About Ipsos-ASI

The largest producer of advertising pre-testing services in the world, Ipsos-ASI offers a full range of advertising research tools to help our clients make the best decisions at all stages of the advertising development process and to maximize the return on their advertising investment. Its products include advertising testing (for storyboards, television, and print advertising), tracking (continuous and wave), and brand equity research. To learn more, visit: www.ipsos-asi.com

About Ipsos in North America

Ipsos North America includes **Ipsos-ASI**, founded in 1962 and acquired in 1998; **Ipsos-Insight**, formerly Ipsos-NPD (founded in 1953 and acquired in 2001) and **Ipsos-Reid** (founded in 1979 and acquired in 2000); **Ipsos-Novaction**, founded in 1972 and acquired in 2001; **Ipsos-Public Affairs**, formerly Riehle Research, founded in 2000 and acquired in 2001; and **Ipsos-Vantis**, founded in 1990 and acquired in 2002. Ipsos had total revenues in 2002 of \$509 U.S. million world-wide and \$211 U.S. million in North America. Ipsos offers a full suite of research services, guided by industry experts and bolstered by advanced analytics and methodologies in advertising, marketing, public opinion, customer loyalty research, as well as forecasting and modeling. Member companies also offer a full line of custom, syndicated, omnibus, panel, and online research products and services. To learn more visit www.ipsos-na.com



About Ipsos

The Ipsos group is the second largest survey-based marketing research company in the world, and has been listed on the Paris Stock Exchange since 1999. Ipsos companies offer a full suite of research services, guided by industry experts and bolstered by advanced analytics and methodologies in advertising, marketing, media, public opinion and customer loyalty research. Member companies, employing more than 3800 staff in 35 countries, also offer in each of their specializations a full range of off-line and online research products as well as custom, syndicated, omnibus and panel services. To learn more, visit www.ipsos.com.

Ipsos is listed on the Euronext Paris Premier Marché, and is part of the SBF 120 and Next Prime Indices as well as eligible to the Deferred Settlement System (SRD). Euroclear code 7329, Reuters ISOS.LN, Bloomberg IPS FP

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