



Ipsos Reid Leader One of Business in Vancouver's "Top 40 under 40"

Steve Mossop, President of Market Research, Canada West, named to publication's annual list of young business leaders

January 6, 2006, Vancouver, BC— This week's issue of *Business in Vancouver* announced that Steve Mossop, President of Market Research, Canada West, with Ipsos Reid, Canada's market intelligence leader and member of the Ipsos Group, has been chosen as one of British Columbia's top young business talents. Mossop was selected for inclusion in the publication's fifteenth annual "Top 40 under 40" feature after being nominated for the prestigious distinction by an impressed client.

Mossop was recognized, in part, for his increased roles and responsibilities in managing Ipsos Reid's Western business, which has grown from \$9 million in sales in 2000 to \$24 million today, and represents over half of the Western Canadian market research market share.

"I'm pleased to see Steve get this kind of recognition from the business community," said Gary Bennewies, President of Ipsos in Canada. "His expertise, experience, and his leadership acumen have ensured that Ipsos Reid in Western Canada is the leader in delivering the actionable survey-based research insights."

Mossop is a familiar name to *Business in Vancouver* readers, as he is also a columnist with the magazine, a sought after speaker represented by the National Speaker's Bureau, and Ipsos Reid's frequent media spokesperson on Internet trends. In addition to growing the Western business above industry rates over the past six years, he has also won the BCAMA's 2001 Marketer of the Year Award for work done with Ipsos Reid. Steve holds a Bachelor of Business Administration degree from Simon Fraser University with a concentration in marketing.

Business in Vancouver will be hosting a cocktail reception and awards ceremony to honour all the Top 40 under 40 winners on Wednesday, February 22, 2006 at the Hotel Vancouver. Tickets can be pre-ordered from the Business in Vancouver website at www.biv.com.

For more information on this press release, please contact:

Gary Bennewies
President and Country Manager
Ipsos Canada
tel: 416.324.2015
email: gary.bennewies@ipsos-reid.com

Ipsos Reid

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid's marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, and technology & telecommunications. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca.

Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos



helps interpret, simulate, and anticipate the needs and reactions of consumers, customers, and citizens around the world.

Member companies 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. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting and modeling and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2003, Ipsos generated global revenues of \$644.2 million U.S.

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