



Ipsos Expands And Consolidates Montreal Office: All Staff In Quebec Now In One Central Location

Montréal, QC, April 25, 2007 – Ipsos has consolidated its Quebec operations under one roof. The move will combine the company's growing teams in a newly-renovated central office, single location in downtown Montreal, allowing for greater efficiencies, increased project and team collaboration, and overall improvements in client service.

The company's 55 Montreal employees – including researchers in advertising, health, marketing and public affairs, and operations staff – now occupy two floors and 25,000 square feet at 1440 Rue Ste. Catherine O. The expanded location also includes close to 200 computer assisted telephone interviewing (CATI) stations, and a state-of-the-art focus group facility.

Said Francois Descarie, Senior Vice President: "We're very excited about having all Ipsos specializations under one roof. Ipsos currently works with many Quebec-based clients and the bringing together of all our client service and operational teams will allow Ipsos expand our services and increase our client base."

"We're especially eager to bring the full suite of Ipsos products and services to Quebec-based clients servicing markets anywhere in the world. Moreover, Ipsos is now one of the largest research firms in Quebec."

Added Lys Hugessen, a Montreal-based Vice President with Ipsos ASI, The Advertising Research Company: "This is about the future: sharing methodologies, research solutions and experiences to better serve our roster of clients. Plus it's a great new space. The offices have a bold color scheme designed to stimulate an atmosphere of creativity, youth and vitality."

For information on this press release, please contact:

François Descarie
Senior Vice President
Ipsos Descarie
francois.descarie@ipsosdescarie.com
(514) 861-8455

Ipsos in Canada

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