



**Completing i-Say Surveys Scores Car For Hockey Mom
Brockville, Ontario Woman Wins Big with Ipsos Interactive Services**

Toronto, ON, Canada, June 13, 2008 – After completing surveys for Ipsos Interactive Services and i-Say, Barbara Henry, from Brockville, Ontario, is the winner of a brand new Mini Cooper. Barbara was selected from thousands of VIP i-Say panelists across the U.S. and Canada who completed surveys throughout the past year. Barbara picked up the keys to her new car on May 8.

For the past five years, Barbara has been completing online surveys with Ipsos i-Say. She appreciates being able to express her opinions to decision makers—but winning the car was a nice surprise for doing something she truly enjoyed.

“It was a lot of fun giving the car away to Barbara—she is a great example of our ideal panelist,” says Tessie Ting, Vice President of Panelist Relationships. “While many of our panelists, like Barbara, simply enjoy sharing their views on a variety of topics, these prize give-aways are an important incentive for many people to remain engaged in the conversation. This type of engagement allows us to have deeper exchanges with our panelists, allowing us to offer richer, more robust information and insights to our clients.”

The Ipsos i-Say Panel has become a premier tool for reaching out and connecting with consumers. Through solid panel management practices—including sampling, targeting, data quality initiatives and of course, broadly appealing incentives—the ultimate result is a high quality panel that achieves richer, more meaningful information for clients.

In addition to points, Ipsos i-Say awards a variety of prizes to its members. Daily prizes include gift certificates, with quarterly draws for trips (a \$5000 value), and yearly draws. Next year's annual prize is a 2009 Toyota Prius.

“Premium incentives encourage longer-term participation and commitment from our panelists,” says Efrain Ribeiro, Chief Operating Officer, Ipsos Interactive Services. “Ipsos i-Say awards extra prizes to its VIP members to reward them for the commitment they make to answering surveys over a period of time.”

While Barbara drives away a winner, the true winners are clients who benefit from the in-depth perspectives provided

Visit www.i-say.com in the United States, www.i-say.ca in English Canada, or www.je-dis.ca in French Canada.

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About Ipsos Interactive Services

Ipsos Interactive Services (IIS), a division of Ipsos, is a global research organization that combines extensive knowledge of online market research with a high level of technical expertise, enabling IIS to set the standard for quality in the field of online market research. Founded in 1998, IIS has offices in 11 cities around the globe covering all of the major European, as well as North and Latin American markets, making IIS one of the leading providers of online global market research studies through its online access panels in more than 24 countries worldwide with over 1.6 Million individual panel members.

For more information go to: <http://www.ipsos-interactive.com>

About 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 responses 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, 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 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.).

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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