



Interactive 'Poll Predictor' Application Exposes i-Say.com Brand To Millions

Facebook Application From Ipsos Interactive Services Engages Audience With Mix of Fun, Market Research

Toronto, ON, August 7, 2008 - Ipsos Interactive Services, a global leader in online survey-based market research, announces the release of Poll Predictor, an interactive tool designed for Facebook. The game challenges users to correctly guess the percentage of "yes" answers to all types of fun questions initially put to Ipsos panelists in the US.

Participants can guess, for example, just how many Americans make their bed in the mornings, what percentage believe in UFOs, and what proportion would tell on a cheating friend.

The tool was spearheaded by an idea from Senior Interactive Media Analyst Andres Burgos, supplemented by data tested by Director of Panel Analytics Annie Pettit.

"I wanted to create an interactive online game that encompasses elements of market research. This tool goes beyond just advertising on Facebook; Poll Predictor provides the opportunity to engage with our current panelists from i-Say and also has the potential to attract new members. We think it helps to differentiate us from other market research firms," comments Burgos.

"We are always looking at new, creative ways to boost our brand. Poll Predictor sends the message that we're innovative, forward-thinkers."

The questions used for the game were drawn from a recent survey conducted across the US to determine the behavior of the American Public, asking over 1100 questions covering a wide variety of topics. It may potentially expand its use into other countries.

By placing Poll Predictor on Facebook, Burgos and Ipsos Interactive Services aim to strengthen the Ipsos i-Say brand to a younger user base by leveraging Facebook's user group of over 80 million active members.

For more information about the application:

<http://www.facebook.com/apps/application.php?id=11901394292>

For more information on this news release, please contact:

Andres Burgos
Senior Interactive Media Analyst
Ipsos Interactive Services
(416) 445-2680 Ext. 5455
andres.burgos@ipsos.com



About Ipsos Interactive Services

With panels covering all of the major North American, European and Latin American markets, Ipsos Interactive Services is one of the leading providers of global market research studies, and has offices in 11 cities around the globe. Ipsos Interactive Services is focused on the theme of online market research in terms of responsiveness, competence, innovation and insight. By combining its extensive knowledge of market research with a high level of technical expertise, IIS has set the standard for quality of dialogue between marketers and consumers.

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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