



Research Tool Communicates Its Strength In Multiple Languages

Ipsos' Interactive Custom Panel Group Takes Interactive Forum Worldwide, Including Multilingual Capabilities

Vancouver, BC, September 3, 2008 - Ipsos' Interactive Forum (IAF) software achieved an important development milestone with the release of its latest version. Version 5.0 is a significant feature upgrade that introduces multilingual capabilities for both survey scripting and the entire software interface. Some of the available languages include Chinese, Russian, Hindi and all major western European languages.

The IAF enables clients to develop a proprietary research panel that provides them with their own targeted sample to draw on at any time for quick, often overnight, studies or more complex online or offline research. With this most recent software upgrade, clients, researchers and panellists will be able to experience the benefits of the IAF in the language of their choice. "It's increasingly common for large organizations to have distributed work teams, worldwide operations, and an international customer base – they need the ability to get the fast research results that the IAF tool allows and to also customize the user experience to fit the various language needs of their stakeholders," says Julie Paul, Senior Vice President with the Interactive Panel Group at Ipsos.

The new software capability opens the door for organizations to build custom panels in countries where this was previously impossible. With offices across the globe, Ipsos conducts survey-based research on behalf of clients worldwide. The new multilingual capability, coupled with continuous growth of online research overall, allows more clients to introduce an interactive custom panel to their marketing research practices.

About Interactive Forum

The Interactive Forum (IAF) is an Ipsos-developed custom panel platform that includes the panellist database (sample), survey scripting and research results data all-in-one. Key benefits of the IAF software include direct client access to online, real-time data with multiple reporting and data export formats, such as PDF, Excel and SPSS. Each custom panel is branded to match client specifications and is a cost-effective way to reach a targeted population.

The IAF is available as part of a full-service interactive custom panel offer supported by Ipsos' research experts. Since the launch of IAF software in 2005, Ipsos has recruited over 100,000 panelists to become members of proprietary client-owned panels and has launched over 700 IAF surveys on behalf of many large, multi-national clients.

For more information about Interactive Custom Panels visit www.ipsos-na.com.

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About Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.

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

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.).

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