

FOR IMMEDIATE RELEASE

Saturday, June 26, 2010

The Paradox of Globalization

Global Consumer/Citizens Wrestle with Benefits and Pitfalls of Expanded Trade

Toronto, Canada – A new Ipsos/canada.com poll released today shows that as the world's G-20 leaders gather in Toronto, Canada for their meeting, a global majority of consumer/citizens believe that, overall, globalization and expanded trade are good, and that investment by foreign companies is essential for growth and expansion. In fact only 39% say their government should restrict investment by foreign companies in their country even if it means fewer jobs will be created.

But, despite the benefits, a majority of global citizens believe these large or foreign corporations are more powerful than governments – and hold too much influence over their own. And only 35% think that corporate CEO's tell the truth.

As such, majorities believe their government should have complete access to the private information of corporations doing business in their country and should be more aggressive regulating activities of national/multi-national corporations. In sum, a majority think it's in their interest that their government should control 'big industries' and the prices of basic foodstuffs and services in their country.

The global consumer/citizen survey conducted in May, 2010 contained interviews with 18,624 adults in 24 countries representing 75% of the world's GNP. The specific survey results reveal:

On Globalization and Trade:

- 66% believe that, overall, globalization is a good thing for the world
- 88% agree that expanding trade is a good thing

On the need for Global Corporations:

- 82% agree investment by global companies in their country is essential for growth and expansion
- Only 39% say their government should restrict investment by foreign companies in their country even if it means fewer jobs will be created

But...

On the Influence of Corporations:

- 69% believe large companies are more powerful than government
- 74% believe large corporations have too much influence on the decisions of their government
- 71% agree that foreign companies have too much control and influence over the economy in their country
- Only 35% believe CEO's of large companies can generally be trusted to tell the truth in statements about their company or industry

On the Role of their Government:

- 64% say their government should have complete access to the private information of corporations doing business in their country

- 75% believe their government should be more aggressive regulating activities of national/ multi-national corporations
- 56% think it's in their interest that their 'big industries' should be controlled by their government
- 76% believe their country's government should control the prices of basic foodstuffs and services

These are the findings of the Global Advisor Wave 9 (G@9), an Ipsos survey conducted between May 12 and May 21, 2010. The survey instrument is conducted monthly in 24 countries simultaneously around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. For the results of the survey presented herein, an international sample of 18,624 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

Clifford Young
SVP & Managing
Director
Ipsos USA
202.420.2016

clifford.young@ipsos.com

*For information about Ipsos and access to all Media and Polling
Releases go to:
<http://www.ipsos.com>*

About Ipsos

Ipsos is the second largest global survey-based market research company, owned and managed by research professionals that assess market potential and interpret market trends for over 5,000 worldwide clients to develop and test emergent or existing products or services, build brands, test advertising and study audience responses to various media, and, measure public opinion on issues and reputation. With over 9,100 employees working in wholly owned operations in 64 countries, Ipsos conducts advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and a full line of custom, syndicated, omnibus, panel, and online research products and services in over 100 countries. Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2008, Ipsos' revenues totaled €979.3 million. Listed on Eurolist by NYSE - Euronext Paris, Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System. Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

About the canada.com NETWORK

Canwest Global Communications Corp. is Canada's largest media company. In addition to owning the Global Television Network, Canwest is Canada's largest publisher of paid English language daily newspapers and owns, operates and/or holds substantial interests in conventional television, out-of-home advertising, specialty cable channels, web sites and radio stations and networks in Canada, New Zealand, Australia, Turkey, Indonesia, Singapore, the United Kingdom and the United States. Canwest Digital, a division of Canwest Global, operates a suite of consumer and business web properties, including the canada.com network, Canada's leading 24/7 general news and information source with over 6 million monthly unique visitors. The canada.com network integrates credible Canadian news and specialty content at the country's most recognizable web address by offering newspaper, television and unique online content from some of the nations most trusted and well-respected media properties, including National Post, Global National, Ottawa Citizen, Montreal Gazette, Vancouver Sun, Edmonton Journal, Calgary Herald, specialty channels such as Food TV and HGTV and many more key local media properties. The canada.com network also showcases breaking news, daily newsletters, some of Canada's best online classifieds properties & free e-mail services.