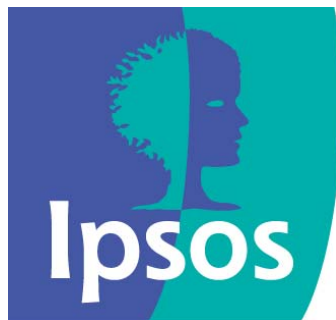


Ipsos in Canada Measures a Decade of Insight and Understanding

Market Research Brand Celebrates Ten Years of Business in Canada

Public Release Date: Friday, October 29, 2010, 6:00 AM EDT



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 2009, Ipsos generated global revenues of €943.7 million (\$1.31 billion U.S.).

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

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Toronto, ON, October 29, 2010 – Ipsos in Canada is marking a significant milestone – ten years in operation as the nation’s leading brand for market research and public opinion polling.

It was the year 2000. Worries of Y2K were swept away. Canadians were bidding a final farewell to Pierre Trudeau. Australia was basking in the glow of having hosted one of the most successful Olympic Games ever. And an enterprising French research company was staking its claim in Canada.

In that year, the Paris-based Ipsos Group acquired Canada’s leading research company, establishing their first major foothold in North America. The move was an important and strategic part of the Group’s continuous global pursuit for growth and expansion. Ten years later, Ipsos in Canada has continued the growth pattern, standing as the largest and best known research firm in the country, serving clients in nearly every sector of the Canadian economy across five areas of research specialization.



“Over the past 10 years, we have maintained and built on our position as the market leader in Canada. But to us and to our clients, that is about much more than just the size of our business,” says Gary Bennewies, President & CEO for Ipsos in Canada. “We achieved our leadership role through the use of innovative and accurate methodologies, by attracting and developing the best talent possible, and through an unwavering commitment to client service. Much has changed in those ten years and much will change again in the next ten years, but our focus on these three success factors will be a constant that will ensure we meet and exceed our clients’ needs.”

A number of key Ipsos leaders across Canada commented on the company’s ten year milestone and how the past points to the future.

Based in Toronto, Darrell Bricker is the Global CEO for Ipsos Public Affairs. “Ipsos Reid is a national icon in this country,” says Bricker. “We have set a standard of ability and accuracy that no one else represents. This is something we cherish and continue to nurture for the future.”

Steve Levy, President with Ipsos Marketing’s business in Eastern Canada credits two sources for the company’s success. “Two key things that have made Ipsos so great over the past ten years are also the same two things that will continue to make us great over the next ten years: We have great people and we have great clients,” says Levy.

Across the country in Vancouver, Steve Mossop is President with Ipsos Market Research in Western Canada. “Ipsos is a people driven business and an insight driven business,” says



Mossop. "Answering questions for our clients in a compelling and insightful way is what we do best."

Liz Poyser is one of the company's longest serving employees in Canada, launching her career at Ipsos with a predecessor company nearly 20 years before the brand even came to Canada. Reflecting on Ipsos she states, "Ten years later, it is clear that being part of the Ipsos Group has made us a better company. We have a much stronger offer to clients – we offer better tools, methodologies and solutions. There are also more opportunities for our employees. We have a different array of clients, a broader range of services and divisions, and more opportunities to work globally."

A special 10 year anniversary logo has been designed and staff celebrations in Vancouver, Toronto, Montreal, and Calgary have been organized to honour the occasion.

The celebrations come at a time when Ipsos globally has posted a strong third quarter, with revenues up 21.3% compared to the same time last year. The company's third quarter financial information was released on October 27, 2010 (See press release here: http://www.ipsos.com/sites/ipsos.com/files/Q3_2010_VA2.pdf).

"Ten years after the Ipsos name first entered the Canadian market, we are in a very fortunate position going forward," concludes Gary Bennewies. "Our industry, the way we collect information and the needs of our clients are all changing. But for Ipsos in Canada, as it is around the world, there is no doubt that we can meet these challenges and embrace these changes to our advantage and the benefit of our clients. Our commitment to quality,



innovation and client service will see us through the next ten years, just as it guided us through the previous ten.”

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