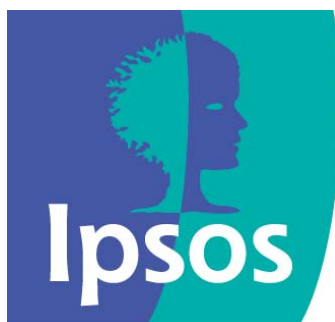


Ipsos Realigns Business, Client Service in the West

Client Service Underpins New Leadership in British Columbia and Alberta

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers 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 and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.897 billion U.S.) in 2011.

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

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Vancouver, BC and Calgary, AB – Ipsos continues to shape the future of market research. That is particularly true in the west where the company is realigning its leadership and boosting its commitment to clients in Western Canada and the Pacific Northwest. Four familiar faces within the company will take on new and heightened responsibilities to drive and maintain Ipsos' success as Canada's market intelligence leader.

- Dave Pierzchala, Senior Vice President, Managing Director, will lead Ipsos Reid's Marketing and Loyalty teams in the Vancouver and Seattle offices.
- Paul Lauzon, Senior Vice President, Managing Director, will lead Ipsos Reid's Marketing teams in the Calgary office.
- Michael Rodenburgh will serve as Vice President and leader of the advertising research team at Ipsos ASI Canada West in Vancouver.
- And, Kyle Braid, Vice President, will continue to lead the Ipsos Reid Public Affairs practice in Western Canada.

"Ipsos is completely committed to our client base in the West. The region represents some of the most innovative and forward-thinking marketers in North America and we're fully dedicated to providing them with the highest quality and most innovative research solutions

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to help them make better, more informed decisions,” says Gary Bennewies, President and CEO of Ipsos in Canada. “Our realignment in the region is proof of that and with the proven leadership of Dave, Paul, Mike and Kyle driving and backing our teams, our clients in the region will be certain to get the best out of Ipsos.”

Dave Pierzchala has close to two decades of experience in market research having built his entire career within the Ipsos organization. Since starting in 1994, he has helped build the company’s travel and tourism practice, including extensive experience working on loyalty research projects for some of Canada’s leading brands.

Over the past decade, Paul Lauzon has been instrumental in building Ipsos Reid's Lottery & Gaming practice. Based in Calgary, Lauzon has led and managed a team of research professionals responsible for conducting numerous research programs for casinos and provincial and state lotteries across North America.

Mike Rodenburgh is recognized as a thought-leader in socialized research and brand building. Since joining Ipsos in 2011, he has played a pivotal role in driving new and innovative techniques for using social media to help brands a better understand and utilization of expanding medium.

Kyle Braid manages Ipsos’ public affairs teams in Vancouver and Calgary, having been with the company since 2000. He has a great deal of experience working with public and private organizations on issues related to public policy and is a frequent spokesperson for Ipsos on public opinion polls in British Columbia.

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“Insightful expertise and thought-leadership have always been the hallmarks of Ipsos, and nowhere is that more prevalent than in our western offices,” adds Bennewies. “I fully expect that this leadership team will continue to drive our success in the region, providing clients with the solutions, advice, and direction they have come know and expect from Ipsos.”

Most of the western leadership team will be on hand at a special client event being hosted in Vancouver on Thursday, November 29. The breakfast event will feature a mix of informative and interactive presentations on the latest thoughts, insights and innovations in market research. Information on the session, including registration, can be found here:

<http://www.ipsos-na.com/knowledge-ideas/events/getting-in-shape-for-2013.aspx>

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