



Press Release

Ipsos adheres to United Nations Global Compact principles

Paris, January 26th, 2009. Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the adhesion of Ipsos to the United Nations Global Compact initiative.

This membership which was approved by the Ipsos Board of Directors on December 17th, 2008, is part of the programme "*Taking Responsibility*" aiming at developing Ipsos initiatives in Corporate and Social Responsibility.

The United Nations Global Compact was launched in 2000 with the primary objective of aligning business with universal social and environmental values. Companies that adhere to the Global Compact commit to "embracing, supporting and enacting" ten principles in the areas of human rights, labour, environment and anti-corruption. The ten principles are derived from internationally recognised standards such as the Universal Declaration of Human Rights, the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work and the Rio Declaration on Environment and Development.

Didier Truchot declared: "As an international group that operates in more than 100 countries, Ipsos has a role to play in making business a driver for sustainability. By adhering to the UN Global Compact, Ipsos shows its long-run commitment to expand and grow responsibly, i.e. in ways that benefit local economies and societies."

Ipsos will release its 2008 revenues and a trading update on February 12th, 2009.

The 2008 full results and financial statements will be released on March 18th, 2009.

Nobody's Unpredictable

'Nobody's Unpredictable' is the Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.

Listed on Eurolist by NYSE - Euronext Paris,
Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Differed Settlement System.

Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com