



Press Release

Ipsos acquires OTX, A major US online research company

Paris, 28 January 2010. Jean-Marc Lech and Didier Truchot, Co-Presidents, announce today that Ipsos has signed an agreement to acquire 100% of OTX Corporation (OTX - Online Testing Exchange), a fast growing online consumer research firm.

Founded in 2000 as a division of iFilm, OTX was acquired from iFilm by the Pilot Group, ZelnickMedia and Shelley Zalis, OTX's founder and Chief Executive Officer, in 2004.

OTX specializes in innovative, cutting edge research utilizing technology to provide strategic insights for the entertainment, advertising (traditional and digital), and consumer goods industry.

The company which works with over 330 clients has formed collaborative partnerships with them to provide a high degree of fully integrated and unique services.

OTX generated 60 USD million in revenues in 2009. It employs more than 200 employees and has offices in Los Angeles, New York, Chicago, Cincinnati, Miami and London.

Didier Truchot commented: "OTX has a strong culture of innovation. It has created a next-generation market research company integrating traditional and new media. Its expertise fits perfectly with Ipsos, particularly with Ipsos MediaCT (Media, Content and Technology Research) and Ipsos ASI (Advertising research). We are delighted to welcome OTX's team within Ipsos."

Shelley Zalis, CEO of OTX, said: "The combination of global scale and innovation will truly move our industry to new heights and allow us to build research solutions and media models to better understand consumers today. Ipsos is our perfect partner for leading the research evolution in the increasingly connected media, marketing and entertainment worlds".

About Ipsos. Ipsos is the second largest survey based research company in the world. Headquartered in Paris, it has offices in 64 countries and conducts research in more than 100 countries.

Founded in 1975, it is still managed and controlled by research professionals. Thanks to a sound acquisition strategy, they have built a solid group around a unique multi-specialist positioning – Advertising and Marketing research, Customer and Employee Relationship Management, Media Measurement, Content and Technology research, Polling, Social research and Corporate Reputation research. The company has been publicly traded since 1999.



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.

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