

IMMEDIATE RELEASE 22 August 2011

YouGov plc ("YouGov" or "the Company")

Exercise of Options

The Company announces that, on 19 August 2011, it approved the issue and allotment of 12,552 new ordinary shares in the Company following an exercise of share options by YouGov employees.

These shares will rank pari passu with all existing Ordinary Shares. Application will be made for admission of these new Ordinary Shares to trading on AIM and dealings are expected to commence on 26 August 2011.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 97,142,017.

Enquiries

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