

IMMEDIATE RELEASE 15 April 2010

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

Director's Share Dealing

The Company was informed on 14 April 2010 that on that day Roger Parry, Chairman of the Company, purchased 27,000 Ordinary Shares at the price of 37p. Following this purchase, Roger Parry controls 52,000 Ordinary Shares representing 0.05% of the Company's total voting rights.

Enquiries

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