

YouGov plc
("the Company")

Annual Report and Accounts 2007

The Company has published its Annual Report and Accounts for the year ended 31 July 2007 and has distributed them to shareholders on 31 October 2007. The document is available on the Company's website <http://www.yougov.com>.

Enquiries:

YouGov plc	
Nadhim Zahawi, CEO	020 7012 6000
Katherine Lee, CFO	020 7012 6000
Numis Securities Ltd	
Nick Westlake	020 7260 1000
Financial Dynamics	
Charlie Palmer	020 7831 3113