

YouGov Acquisition

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YouGov plc

YouGov enters US market through strategic partnership with Polimetrix

Strategic Partnership

8 December 2006 - YouGov plc ("YouGov" or the "Company"), the UK's leading online market research agency, announced today that it has committed to make a significant strategic investment in Polimetrix Inc ("Polimetrix"), an online political and social research agency founded in 2004 by Stanford Professor Douglas Rivers.

Under the terms of the transaction, YouGov will subscribe for 5,360,000 new shares in Polimetrix, a Delaware corporation based in Palo Alto, for approximately \$3.8 million in return for a 32% shareholding. At closing, YouGov will also have an option to purchase the remaining outstanding shares and options of Polimetrix, within 30 months of this announcement. The initial consideration will be met from the Company's existing cash reserves. The Board of Polimetrix will be made up of 5 directors including two YouGov representatives Nadhim Zahawi and Stephan Shakespeare.

The funds from this investment will be used to bring YouGov products to the American market and to expand Polimetrix's capabilities through the cross-licensing of technology and intellectual property as well as a joint selling arrangement which will allow YouGov to sell Polimetrix's products internationally, excluding the USA and Canada, and Polimetrix to sell YouGov's products, including BrandIndex, in the USA and Canada. The Board anticipates that the investment will be earnings enhancing in the first full year of ownership.

Polimetrix was founded in 2004 by Stanford University Political Science Professor Douglas Rivers and has offices in Palo Alto, California and Washington , D.C. Polimetrix currently has a staff of twenty experts in survey research, political science, statistics, and information technology, eight of whom have PhDs in survey methodology and political science. Polimetrix maintains the PollingPoint panel, which is comprised of 1.08 million U.S. residents.

Polimetrix has distinguished itself by achieving the same high level of proven accuracy in US elections, as YouGov has in Britain and which has made YouGov the pre-eminent polling organisation in the United Kingdom. In 2005, Polimetrix accurately forecast the outcome of seven propositions in the California Special Election, surpassing all but one other traditional pollster. In 2006, Polimetrix conducted the largest ever congressional election study, covering 44 Senate and gubernatorial races. The clients for this project were 32 American Universities, including Harvard, Yale, Stanford, MIT and UCLA. The Polimetrix forecasts had a high degree of quantitative accuracy, which is substantially better than other US Internet surveys.

Commenting on the move into the American market Nadhim Zahawi, Co-founder and Chief Executive of YouGov, said:

"The Polimetrix team has a successful track record in the rapidly expanding

