

YouGov PLC
01 November 2007

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1 November 2007

YouGov plc ('the Company')

The Company announces that, on 1 November 2007, it approved the issue and allotment of 283,455 new ordinary shares in the Company following an exercise of share options under the Company's Approved Share Option Scheme by Panos Manolopoulos, Managing Director, at an exercise price of 18 pence per share.

These shares will rank pari passu with all existing ordinary shares. Application has been made for admission of these new ordinary shares to trading on AIM and dealings are expected to commence on 6 November 2007.

The number of ordinary shares of 0.2p each in issue following admission will be 92,921, 568.

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