

YouGov PLC  
20 December 2007

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YouGov plc ('the Company')

The Company announces that, on 20 December 2007, it approved the issue and allotment of 1,898,735 new ordinary shares in the Company following an exercise of share options under the Company's Approved Share Option Scheme by Peter Kellner, President, at an exercise price of 10 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 28 December 2007.

The number of ordinary shares of 0.2p each in issue following admission will be 94,820,303.

Enquiries:

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