

YouGov PLC  
22 October 2007

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TR-1: Notifications of Major Interests in Shares

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

YouGov PLC

2. Reason for the notification  
(please place an X inside the appropriate bracket/s):

An acquisition or disposal of voting rights: ( X )

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ( )

An event changing the breakdown of voting rights: ( )

Other (please specify) : ( )

3. Full name of person(s) subject to notification obligation:

Fidelity International Limited (FIL)

4. Full name of shareholder(s) (if different from 3) :

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5. Date of transaction (and date on which the threshold is crossed or reached if different):

October 17, 2007

6. Date on which issuer notified:

October 19, 2007

7. Threshold(s) that is/are crossed or reached:

10%

8. Notified Details:

A: Voting rights attached to shares

8: Notified Details

A: Voting rights attached to shares

Class/type of shares	Situation previous to the triggering transaction		Resulting situation after the triggering transaction			
If possible use ISIN code	Number of shares	Number of voting rights	Number of shares	Number of voting rights	Percentage of voting rights	
			Direct	Direct	Indirect	Direct
Indirect						
ISIN						
GB00B0771P53	8,712,540	8,712,540			10,002,840	10.79%

B: Financial Instruments

Resulting situation after the triggering transaction

Type of voting financial instrument	Expiration date	Exercise/conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/converted)	% of rights
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Total (A+B)		
Number of voting rights		% of voting rights

10,002,840	10.79%
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9. Chain of controlled undertakings through which the voting rights and/or the

financial instruments are effectively held, if applicable:

	Shares held	Nominee	Management Company
	236,700	Bank of New York Brussels	FPM
Fidelity International Limited (FIL) is the parent holding company for various direct and indirect subsidiaries, including Fidelity Fund Management Limited (FFML), Fidelity Investment Services Ltd (FISL), Fidelity Gestion (FIGEST), Fidelity Investments Advisory (Korea)Limited (FIAKL), Fidelity Investments Mangement (Hong Kong) Limited (FIMHK), Fidelity Pension Management(FPM), Fidelity Investments Japan (FIJ) and Fidelity Investments International (FII), investment managers for various non-US investment companies and institutional clients.	5,793,070	Brown Bros Harriamn Ltd Lux	FIL
	229,500	Brown Bros Harriamn and Co	FIJ
	1,177,970	JP Morgan, Bournemouth	FIL
	2,057,200	JP Morgan, Bournemouth	FISL
	66,600	JP Morgan, Bournemouth	FPM
	338,900	Northern Trust London	FPM
	102,900	State STR BK and TR Co LNDN	FPM

Proxy Voting:

10. Name of proxy holder:

Fidelity International Limited (FIL)

11. Number of voting rights proxy holder will cease to hold:

1,290,300

12. Date on which proxy holder will cease to hold voting rights:

17 October 2007

13. Additional information:

14. Contact name:

David Merryweather

15. Contact telephone number:

fil-regulatoryreporting@uk.fid-intl.com

For notes on how to complete form TR-1 please see the FSA website.

This information is provided by RNS  
The company news service from the London Stock Exchange