

YouGov PLC
23 October 2007

This replaces the announcement sent yesterday on rns number 1269G.
Information corrected in points 11 & 12

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 | 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 |
|-------------------------------------|-----------------|---------------------------------|---|-------------|
|-------------------------------------|-----------------|---------------------------------|---|-------------|

Total (A+B)

Number of voting rights % of voting rights

10,002,840 10.79%

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 Harrimn Ltd Lux | FIL |
| | 229,500 | Brown Bros Harrimn 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 |

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Proxy Voting:

10. Name of proxy holder:

Fidelity International Limited (FIL)

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

1,290,300

12. Date on which proxy holder will acquire 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