

YouGov PLC  
06 March 2008

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Board Change

YouGov plc ('YouGov' or the 'Company'), the UK's leading online market research agency, announced today that Peter Kellner, President and Non-Executive Director, is standing down from the YouGov plc Board. Peter will remain as emeritus President and will continue working with the Company's media, political and other clients, on a part time basis. Additionally he will continue to represent YouGov in the media and at academic and other conferences.

YouGov has grown considerably in the last seven years and the structure of the Company has evolved to meet the changing requirements. The plc Board is now complemented by an operational board responsible for the day to day running of the company and product development. Peter will continue to play an active role in the development of the Company's polling business.

Commenting on today's announcement Roger Parry, Chairman, said:

'Peter has played a crucial role in the development of YouGov both as a full time executive and a Board member. I am delighted that his association with the Company will continue and on behalf of the Board we all thank him for his contribution to YouGov's success. I would also like to wish him well with his various new projects.'

Peter Kellner said: 'When I joined YouGov it was more of an idea than a reality.

It is now an established leader in research and polling and I have thoroughly enjoyed the journey over the last seven years. The business continues to go from strength to strength however, on a personal level the time has come for me to step down from the Board and from full time work. This will allow me to continue with the stimulating work I do with YouGov and its clients as well as spending more time pursuing other unrelated projects. I believe my new relationship with the company is right both for me and for YouGov.'

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