

IMMEDIATE RELEASE 2 June 2009

YouGov plc ("YouGov" or "the Company")

Directorate Change

YouGov plc ("YouGov" or the "Company"), the international online market research agency, announced today the appointment of Nick Jones as a non-executive Director. Nick joins the Board in place of Anthony Foye who is stepping down with immediate effect to pursue his other business interests. Anthony has been a non-executive Director of the Company since March 2005, prior to its admission to AIM.

Nick Jones (44) has 17 years experience in senior financial and managerial roles in technology and media businesses in the UK, USA and Germany. He is currently Chief Financial Officer of Achilles Group, the global provider of sustainable procurement services. Prior to this, Nick held senior positions at Reuters PLC and Virgin Media where he gained significant experience in the integration of global businesses. Nick is a Fellow of the Chartered Institute of Management Accountants.

Commenting on the Board changes Roger Parry, Chairman, said:

"I am delighted to welcome Nick to the Board and am confident that his international financial expertise will bring valuable experience to the YouGov team as we continue our geographical expansion."

"On behalf of the Board and shareholders I would like to thank Tony for his advice and hard work. His expertise and experience have been vital to the Company during its transition from private start-up to quoted international company and we all wish him every success in his future endeavours."

Enquiries

YouGov plc

Nadhim Zahawi / Alan Newman
+44 (0)20 7012 6000

Financial Dynamics

Charles Palmer / Nicola Biles
+44 (0)20 7831 3113

Grant Thornton UK LLP

Nominated Advisor

Gerry Beaney / Colin Aaronson
+44 (0)20 7383 5100

The information required to be disclosed in accordance with Schedule Two paragraph (g) of the AIM Rules is as follows:

Full Name: Jonathan Nicholas Jones

Age: 44

Current Shareholding in the Company: Nil

Percentage of issued share capital: Nil

Current Directorships: Achilles Holdco Limited; Achilles Group Limited; Achilles Information Limited; Achilles Group Investments Limited; Achilles Group Employee Benefit Trust Limited; Achilles Nominee Limited; Achilles Information Inc; First Point Assessment Limited (Dormant); Link-Up Supply Chain Services Limited (Dormant); Achilles Consultancy & Training Limited (Dormant); Achilles Assessment Services Limited (Dormant); Achilles Management Consulting Limited (Dormant); Achilles Information (Oil & Gas) Limited (Dormant).

Past Directorships held in the past five years: Front Page Ltd Our German business recently published its first online political poll which provided the most accurate prediction of the results of the Hesse regional election. This follows our successful polling for the US Presidential elections as well as the London Mayoral election in 2008.