

**IMMEDIATE RELEASE 13 January 2009**

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

**Exercise of Options**

The Company announces that, on 12 January 2009, it approved the issue and allotment of 39,515 new ordinary shares in the Company following an exercise of share options by a YouGov employee.

These shares will rank pari passu with all existing Ordinary Shares. Application will be made for admission of these new Ordinary Shares to trading on AIM and dealings are expected to commence on 19 January 2009.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 96,676,552.

**Enquiries**

**YouGov plc**

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

**Grant Thornton UK LLP**

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