

## **IMMEDIATE RELEASE 01 May 2009**

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

#### **Options Exercise**

The Company announces that, on 1 May 2009, it approved the issue and allotment of 9,733 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 8 May 2009.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 96,686,285.

#### **Enquiries**

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