

## **IMMEDIATE RELEASE 13 July 2009**

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

#### **Options Exercise**

The Company announces that, on 13 July 2009, it approved the issue and allotment of 14,932 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 17 July 2009.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 96,733,177.

#### **Enquiries**

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