

## **IMMEDIATE RELEASE 11 May 2009**

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

#### **Long Term Incentive Plan ("LTIP")**

The Board is pleased to announce that it has approved the conditional grant of options under the terms of a Long Term Incentive Plan ('LTIP') established by YouGov plc in which Executive Directors and senior managers of the Company and its subsidiaries are eligible to participate. The Company's policy is that ownership of shares strengthens the link between managers' personal interests and those of shareholders in respect of delivering shareholder value.

Under the rules of the LTIP, participants will be conditionally awarded nil cost options to acquire shares. The number of such shares will normally be calculated by reference to a percentage of the participant's salary and the Company's closing share price on the date of the Preliminary Announcement of the Company's annual results. The shares subject to the LTIP awards will be released to the recipients at the end of a holding period, normally three years, subject to their continued employment and to the Company's achievement of certain targets for earnings per share growth and Total Shareholder Return.

The total number of LTIP shares expected to be awarded conditionally this financial year to participants in the Scheme will be approximately 2 million. These include the following conditional awards to the Executive Directors of the Company:

<u>Executive Director</u>	<u>Number of Ordinary Shares subject to the LTIP Award</u>
A. Newman	267,281
S. Shakespeare	359,447
N Zahawi	359,447

#### **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

##### **Numis**

Nick Westlake  
+44 (0)20 7260 1000