

YouGov plc
31 October 2008

YouGov plc (“YouGov” or “the Company”)

Exercise of Options

The Company announces that, on 31 October 2008, it approved the issue and allotment of 2,789 new ordinary shares of 0.2p each ("Ordinary Shares") in the Company following an exercise of share options at £0.09:

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 7 November 2008.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 95,700,742.

Enquiries:

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