

IMMEDIATE RELEASE 12 November 2008

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

Posting of Accounts and Notice of AGM

YouGov plc, the UK's leading online market research agency, announced today that it has signed 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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