

## YouGov Appointment

RNS Number:4987P  
YouGov PLC  
15 January 2007

15 January 2007

YouGov plc

### Appointment of Non-Executive Chairman

YouGov plc ("YouGov" or the "Company"), the UK's leading online market research agency, announced today the appointment of Roger Parry as a non-executive director with immediate effect and non-executive Chairman from 26 April 2007.

Mr Parry began his career as a journalist working at the BBC and ITV. He then went on to work at McKinsey before moving to WCRS and Aegis Group plc. He was Chief Executive of More Group plc when it was sold to Clear Channel and went on to become Chairman and CEO of Clear Channel International. Mr Parry is currently non-executive Chairman of Johnston Press plc, Future plc and Mobile Streams plc. He is also Chairman of Shakespeare's Globe Trust.

As announced on 9 October 2006, the appointment of an independent non-executive Chairman is consistent with the Company's plans to ensure that the management structure will support YouGov's growth ambitions. On 26 April, Peter Kellner will assume the role of President and remain a non-executive director of YouGov plc. This will allow Mr Kellner to focus on the Company's media and political clients and take on additional responsibility for developing research methodologies.

Commenting on the appointment Peter Kellner said:

"Roger's appointment will further strengthen the Board at a very exciting time in YouGov's development. He has considerable experience of both the media sector and international business. He also shares the drive and enthusiasm that we believe will ensure that the Company can capitalise on the considerable opportunities in the rapidly changing market research sector."

Roger Parry added:

"I am delighted to have been invited to join the YouGov team. Market research has played an important role in many of the commercial decisions I have made in the last 25 years and I have never seen a better set of products. By using technology and the access that the internet provides I really do believe that they have built a better mouse trap and I very much look forward to working with the Company as it continues to grow."

Enquiries:

YouGov plc  
Nadhim Zahawi / Katherine Lee 020 7618 3010

Financial Dynamics  
Charles Palmer / Nicola Biles 020 7831 3113

The information required to be disclosed in accordance with Schedule Two paragraph (g) of the AIM Rules is as follows:

Full Name: Roger Parry

Age: 53

Current Shareholding in the Company: Nil

Percentage of issued share capital: Nil

Current Directorships:

Johnston Press plc, Future plc, Mobile Streams plc, Shakespeare's Globe Trust, West Eight Investments Limited, Clear Channel International Limited, Loadstone Film Partners and Milan Film Partners.

Past Directorships held in the past five years:

Clear Channel Holdings Limited, Clear Channel Overseas Limited, Clear Channel Solutions Limited, Clear Channel UK Limited, More Communications Limited, Clear Media Limited (Hong Kong), More Media Limited, More O'Ferrall Adshel Limited, More O'Ferrall Limited, Morebus Limited, The Canton Property Investment Company Limited, The Kildoon Property Company Limited, Clear Channel Entertainment UK Holdings, Clear Channel Entertainment (Music) UK Limited, Midland Concert Promotions Group Limited, Northcane Limited, Publicitywise Limited, Touring Design Limited, Back Row Productions UK Limited, Gumboot Dancers Limited, Clear Channel Entertainment UK (Theatrical Productions) Limited, Gricind Limited, International Talent Booking Limited, SFX (Ireland) Limited, SFX Sports Group (Europe) Limited, Park Associates Limited, Tony Stephens Associates Limited, Solo Enterprise Limited, Solo Promoters Limited, Solo Agency Limited, Solo Concerts Limited, Solo Presents Limited, Solo Management Limited, Solo Events Limited, UK SK Limited, Donington Park Leisure Limited, Apollo Leisure Group Limited, Clear Channel Entertainment (Theatrical) UK Limited, Apollo Theatre Productions Limited, Cardiff International Arena Limited, Barry Clayman Corporation Limited, Bescot Enterprises Limited, iTouch plc, Bescot Enterprises Limited, More Group Australia Pty Limited, Adshel Street Furniture Pty Limited, Citysites Outdoor Advertising (Albert) Pty Limited, Street Furniture (NSW) Pty Limited, Citysites Outdoor Advertising Pty Limited, Citysites Outdoor Advertising (S Aust) Pty Limited, Urban Design Furniture Pty Limited, Citysites Outdoor Advertising (W Aust) Pty Limited, Adshel Street Furniture (NZ) Pty Limited, CC Independent Media (Pty) Limited, CC Independent (Pty) Limited, Clear Channel Caribbean, Clear Channel Bahamas, Clear Channel Belgium SA, Hainan White Horse Advertising Media Investment Company Limited, Clear Channel More France,

Clear Channel Communications India Pvt Limited, Clear Channel Ireland Limited, Jolly Pubblicita' Spa, Clear Channel Pacific Pte Limited, Clear Channel Sverige AB, Clear Channel Holding AG, Plakanda AG, Plakanda AWI AG, Plakanda Ofex AG, Plakanda Management AG.

There are no other matters to be disclosed in relation to Schedule 2 paragraph (g) of the AIM Rules.