

## **YouGov Director/PDMR Shareholding**

RNS Number:3118Q  
YouGov PLC  
29 January 2007

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YouGov plc - Directors' dealings

YouGov PLC ("the Company") was notified on 29 January 2007 that Anthony Foye, a non-executive director of the company acquired 500 shares in the company at a price of #9.40 per share. Following this transaction, Anthony Foye's total shareholding in the company is 28,013 shares representing 0.21% of the issued share capital of the company.

The shares referred to in the announcement are the issued Ordinary Shares of 1 pence each in the Company.

ENDS

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