YouGov Directors' Dealings

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YouGov Plc ('the Company' or 'YouGov')

Directors' Dealings

The Company announces that it was informed today that on 9 October 2006 Peter Bazalgette, a non-executive director of YouGov, acquired 3,522 ordinary shares in the Company at a price of 710p per share. Following this transaction Peter Bazalgette's total shareholding in the Company is 37,189 shares, representing 0.28% of the issued share capital of YouGov.

On 13 October 2006, Peter Kellner, Chairman of YouGov, disposed of 50,000 ordinary shares in the Company at a price of 770p. Following this transaction Peter Kellner's total shareholding in the Company is 179,734 shares, representing 1.34% of the issued share capital of YouGov.

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

For further information please contact:

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