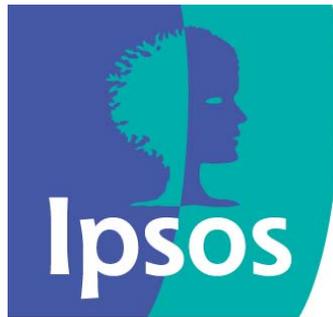


Ipsos Aims for Faster Innovation with New Release of Vantis*Optimize

*Ipsos Launches Powerful New Product Development Tool to
Help Maximize Innovation Potential for Non-FMCG Clients*

Public Release Date: Monday, July 30, 2012, 6:00 AM EST



Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.897 billion U.S.) in 2011.

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Ipsos Launches Powerful New Product Development Tool to Help Maximize Innovation Potential for Non-FMCG Clients

New York, NY, July 30, 2012 – Ipsos InnoQuest continues its commitment to delivering innovative new product development tools by introducing a powerful, fast, and affordable new optimization solution. Requiring only hours of customization, instead of weeks of setup, brands can now run one of the most powerful new product development models in product or service optimization with **Vantis*Optimize**.

“With Vantis*Optimize, we transformed a traditionally customized approach to new product optimization into a powerful, off-the-shelf solution that enables clients to run research much faster and much more affordably,” says Stephen Bohnet, Senior Vice President and General Manager, Ipsos InnoQuest. “With Vantis*Optimize, we are able to cut timing in half. For example, we can now do in about four weeks what is done in the standard six to eight week period needed for typical optimization studies – and we can do this without sacrificing the accuracy of the results or the power of the deliverables.”

Vantis*Optimize – designed specifically for clients who face the challenges associated with introducing non-FMCG products – quickly and efficiently identifies the optimal feature and price configuration for new product or service concepts. The result is an easy-to-use

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simulator which provides clients with their potential sales, revenues, and profit levels under different marketing scenarios, along with price elasticity, feature utilities, and targeting indicators.

As with all Vantis solutions, the focus of Vantis*Optimize is on maximizing market potential for clients' initiatives. Demand estimates incorporate various levels of rollout and spend assumptions, enabling marketers to use the tool to develop successful marketing plans and chart the course for growth for their new initiative in the short-term and long-term.

"Our clients need to understand how to efficiently go to market after examining every opportunity," adds Bohnet. "With Vantis*Optimize, we enable them to talk the universal business language of sales, revenues, and profits while engaging all the right potential customer audiences to build momentum for their new product development initiatives."

For more information on this news release, please contact:

Stephen Bohnet
Senior Vice President and General Manager, Vantis
Ipsos InnoQuest
(925) 327-2032
stephen.bohnet@ipsos.com

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