

HOLD FOR RELEASE UNTIL 14 March 2008

YouGov are winners at Media Momentum Awards 2008

YouGov plc, the UK's leading online market research agency, today announces that it has been named amongst the top 50 fastest growing digital media companies in the UK and has won two esteemed awards at the Media Momentum Awards 2008.

YouGov has been ranked 14th fastest growing UK digital media company and is the only research company to be included in the top 50 finalists. The top 50 companies in this year's list have collectively grown their revenue base from £185m to a staggering £587m in a two-year period.

The prestigious Media Momentum Awards organised by investment bank GP Bullhound, presented accolades to just 5 companies selected from the elite pool of 50, all outstanding achievers and expanding rapidly in their field. YouGov were winners in the following categories: *Vision and Future Growth Potential* and the overall *Judges Award*.

Manish Madhvani, Co-founder and Partner of GP Bullhound, said: *"Media Momentum recognises the hottest, fastest growing digital media businesses in the UK. We recognise the best of the best – wherever they are in the UK and whatever aspect of digital media they are involved in. It is notoriously difficult to make the Media Momentum Top 50 list and judging by the quality and vision of the entrepreneurs who made it, the sector is in safe and fiercely ambitious hands."*

The Judges issued the following statement: *"In an extremely closely fought contest, YouGov emerged as the winner of the now legendary Judges' Award for 2008. The Judges were extremely impressed with all aspects of the YouGov business and felt that it **had "revolutionised" where innovation has been fiercely resisted.**"*

Commenting on the top 50 ranking, Nadhim Zahawi, YouGov Co-founder and Group CEO said: *"We are thrilled to have been included in this ranking and to win these prestigious awards, recognising our growth, strength of sales and our future potential. We are committed to investing in technological innovation and creating leading innovative products and are proud to be recognised for our continual efforts to revolutionise the research industry."*

Enquiries

YouGov plc

Nadhim Zahawi / Katherine Lee

E: info@yougov.com

T: +44(0)20 7012 6000

Notes to Editors

Founded in May 2000, YouGov is a professional market research agency pioneering the use of the Internet and information technology to collect higher-quality in-depth data for market research and public consultation.