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YouGov are winners at Media Momentum Awards 2009

London, 19 May 2009 - 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 Europe at the Media Momentum Awards 2009.

YouGov has been ranked 16th fastest growing digital media company and is the only research company to be included in the top 50 finalists. Analysis of 2009 Top 50 league table highlights that both company revenues and growth rates have increased substantially compared to 2008's league table, rising from €380m to over €1.1bn in 2009.

The prestigious Media Momentum Awards are organised by investment bank GP Bullhound.

Manish Madhvani, partner at GP Bullhound commented: "The Media Momentum Top 50 league table has become a key barometer for the health of the digital sector and this year's impressive results reaffirm the importance of the industry to both the UK and EU economy. Competition this year was as tough as ever and for YouGov to be honored is a real achievement. We hope that these awards will provide even greater momentum to our finalists in their respective fields as they continue to develop and grow."

Commenting on the top 50 ranking, Nadhim Zahawi, YouGov Co-founder and Group CEO said: *"We are proud to be included in this year's list of Europe's fastest growing digital media companies for a second year. These awards recognize the success we have achieved so far and we continue to leverage our leading online research products and expertise to expand our market share."*

For the full version of the Media Momentum Top 50 league table and further details on the Media Momentum Award winners and past winners, please visit:

<http://www.mediamomentum.co.uk>

Notes to Editors

About YouGov

YouGov is an international full service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, technology and telecoms, media, politics and the public sector. YouGov's full service offering spans added value consultancy, syndicated product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of over 200,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov dominates Britain's media polling and is one of the most quoted research agencies in Britain. Its well-documented and published track record demonstrates the accuracy of its survey methods and quality of its client service work.

About GP Bullhound

GP Bullhound, Europe's leading Investment Bank in Technology and Digital Media, has during the period 2006-2008 successfully raised in excess of 250MUSD to growth companies. With offices in San Francisco and London GP Bullhound takes active part of the local entrepreneurial community, venture market and corporate environment, thus giving expert advice within mergers & acquisition and institutional capital funding. In 2008 GP Bullhound demonstrated growth for the 5th consecutive financial year. For more information, please visit: www.gpbullhound.com