

22 February 2012

YouGov plc ("YouGov" or the "Company")

Update on Director Information

YouGov plc, the international online market research agency, announces the following change to the directorships held by Roger Parry, Chairman of YouGov:

Roger was the Chairman of Media Square plc ("Media Square") when administrators were appointed on 9 December 2011. The business and assets of Media Square were subsequently sold out of administration to MSQ Partners Limited ("MSQ") on 13 December 2011 at which time Roger became Chairman of MSQ.

YouGov confirms that there have been no other matters which require disclosure in relation to Rule 17 and Schedule 2(g) of the AIM Rules.

Enquiries:

YouGov plc
Stephan Shakespeare / Alan Newman 020 7012 6000

FTI Consulting
Charles Palmer / Jon Snowball 020 7831 3113

Numis Securities Limited (NOMAD and broker)
James Serjeant/ Nick Westlake 020 7260 1000