

IMMEDIATE RELEASE 9 June 2011

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

Issue of Equity

The Company announces that it has approved the issue and allotment of 228,833 new ordinary shares in the Company as part consideration for the purchase of 49% of the issued share capital of YouGovStone Limited not already owned by YouGov plc.

These shares will rank pari passu with all existing Ordinary Shares. Application will be made for admission of these new Ordinary Shares to trading on AIM and dealings are expected to commence on 13 June 2011.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 97,129,465.

Enquiries

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