IMMEDIATE RELEASE 19 April 2010

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

Exercise of Options

The Company announces that, on 19 April 2010, it approved the issue and allotment of 33,005 new ordinary shares in the Company following an exercise of share options by a YouGov employee.

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 23 April 2010.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 96,827,414.

Enquiries

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