

IMMEDIATE RELEASE 21 July 2011

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

Long Term Incentive Plan ("LTIP")

The Board is pleased to announce that it has approved the conditional grant of options for the current financial year under the terms of the Long Term Incentive Plan ('LTIP') that was first announced in 2009.

The Company's policy is that ownership of shares strengthens the link between managers' personal interests and those of shareholders in respect of delivering shareholder value.

Under the rules of the LTIP, participants are conditionally awarded nil cost options to acquire shares. The shares subject to the LTIP awards will be released to the recipients at the end of a holding period, normally three years, subject to their continued employment and to the Company's achievement of certain targets for earnings per share growth and Total Shareholder Return.

The total number of LTIP shares expected to be awarded conditionally this financial year to participants in the Scheme will be approximately 2.2 million. These include the following conditional awards to the Executive Directors of the Company:

Executive Director	Number of Ordinary Shares subject to the LTIP Award
Stephan Shakespeare	426,563
Alan Newman	354,167

Enquiries

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