

**IMMEDIATE RELEASE 15 April 2011**

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

**Exercise of Options**

The Company announces that, on 15 April 2011, it approved the issue and allotment of 69,732 new ordinary shares in the Company following an exercise of share options by YouGov employees.

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 21 April 2011.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 96,900,632.

**Enquiries**

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