

**IMMEDIATE RELEASE 09 December 2010**

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

**Deferred Share Award to Executive Directors and Senior Managers**

The Board of YouGov plc announces that it has approved the award of deferred shares to Executive Directors and senior managers within the Group. Under this plan, which is in addition to the Company's existing Long Term Incentive Plan announced on 11 May 2009 and which aims to encourage the retention of key employees, the participant must remain employed for a fixed period determined by the Remuneration Committee at the date of grant, before the shares can be issued. This period will usually be three years and the Committee may at its discretion vary these terms or impose other conditions.

Awards which vest under this scheme will primarily be satisfied by the allocation of shares already held by the Group's Employee Benefit Trust. A total of 1.5 million deferred share awards have been made to date under the plan. These include awards made today to two Executive Directors, Stephan Shakespeare, Chief Executive Officer and Alan Newman, Chief Financial Officer who have each received an award of 162,500 deferred shares, with the balance of 1,175,000 deferred shares being issued to other senior managers within the group.

**Enquiries**

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