

YouGov PLC
14 September 2007

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YouGov plc

Completion of Acquisitions

YouGov plc (the 'Company') announces that further to the EGM announcement on the 3 September 2007, the Board is pleased to announce that the Psychonomics (Germany) acquisition completed on the 10 September and that the Zapera (Scandinavia) and Polimetrix (U.S) acquisitions completed on the 11 September.

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