YouGov PLC
28 November 2007

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YouGov plc ('YouGov' or 'the Company')

Director's Share Dealing

The Company was informed on 28 November 2007 that Panos Manolopoulos, YouGov plc
Managing Director International Business Development, had on that day sold a total of 150,000 Ordinary Shares of 0.2p each at 140p. Following this sale of shares, Panos Manolopoulos owns 200,365 Ordinary Shares, representing 0.22% of the Company's current issued share capital.

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