

## **YouGov Issue of Equity**

RNS Number:0994V  
YouGov PLC  
18 April 2007

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YouGov plc ('the Company')

The Company announces that, on 16 April 2007, it approved the issue and allotment of 7,875 new ordinary shares in the Company following an exercise of share options under the Company's Approved Share Option Scheme by an employee at an exercise price of 18 pence per share.

These shares will rank pari passu with all existing ordinary shares. Application has been made for admission of the new ordinary shares to trading on the Alternative Investment Market of the London Stock Exchange and dealings are expected to commence on 24 April 2007.

The ordinary shares referred to above are ordinary shares of 0.2 pence per share. The number of ordinary shares in issue following admission is 67,422,570.

Enquiries:

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