

YouGov Exercise of share options

RNS Number:5716U
YouGov PLC
10 April 2007

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YouGov plc ('the Company')

The Company announces that, on 10 April 2007, it approved the issue and allotment of 56,691 new ordinary shares in the Company following an exercise of share options under the Company's Approved Share Option Scheme by Panos Manolopoulos, Managing Director, at an exercise price of 90 pence per share.

These shares will rank pari passu with all existing ordinary shares. Pursuant to the five-for-one share split announced on 23rd March 2007, these shares will convert into 283,455 ordinary shares of 0.2p each on 11th April 2007. Application has been made for admission of these new ordinary shares to trading on AIM and dealings are expected to commence on 16 April 2007.

The number of ordinary shares of 0.2p each in issue following admission will be 67,414,695.

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