

YouGov PLC  
31 January 2008

31 January 2008

YouGov plc ('the Company')

The Company announces that, on 31 January 2008, it approved the issue and allotment of 41,872 new ordinary shares in the Company following an exercise of share options by YouGov group employees.

These shares will rank pari passu with all existing ordinary shares.

Application

has been made for admission of these new ordinary shares to trading on AIM and dealings are expected to commence on 6 February 2008.

The number of ordinary shares of 0.2p each in issue following admission will be 94,876,425.

Enquiries:

Katherine Lee, Chief Financial Officer

YouGov plc Tel: 0207 012 6000

Jag Mundi

Numis Securities Limited Tel: 0207 260 1000

This information is provided by RNS  
The company news service from the London Stock Exchange