YouGov PLC
10 September 2007

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YouGov plc

TR-1: Notifications of Major Interests in Shares

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

YouGov PLC

2. Reason for the notification

(please place an X inside the appropriate bracket/s):

An acquisition or disposal of voting rights: ( X )

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ( )

An event changing the breakdown of voting rights: ( )

Other (please specify) : ( )

.....

3. Full name of person(s) subject to notification obligation:

ReachCapital Management, LLC

4. Full name of shareholder(s) (if different from 3) :

.....

5. Date of transaction (and date on which the threshold is crossed or reached if
different):

September 4, 2007

6. Date on which issuer notified:

September 6, 2007

7. Threshold(s) that is/are crossed or reached:

3%

8. Notified Details:

A: Voting rights attached to shares

| Class/type of shares if possible use ISIN CODE | Situation previous to the triggering transaction | |
|---|---|---|
| | Number of shares | Number of voting rights |
| GB00B1VQ6H25 Ordinary | 304,938 | 304,938 |

| Class/type of shares if possible use ISIN CODE | Resulting situation after the triggering transaction | | | |
|---|---|---|---|---|
| | Number of shares | Number of voting rights | | % of voting rights |
| | | Direct | Indirect | Direct Indirect |
| GB00B1VQ6H25 Ordinary | 4,054,938 | 6.07% | | 6.07% |

B: Financial Instruments

Resulting situation after the triggering transaction

| Type of financial instrument | Expiration date | Exercise/conversion period/date | No. of voting rights that may be acquired (if the instrument exercised/ converted) | % of voting rights |
|---|---|---|---|---|

| Total (A+B) Number of voting rights | % of voting rights |
| --- | --- |
| 4,054,938 | 6.07% |

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable :

.....

Proxy Voting:

10. Name of proxy holder:

ReachCapital Management, LLC

11. Number of voting rights proxy holder will cease to hold:

.....

12. Date on which proxy holder will cease to hold voting rights:

.....

13. Additional information:

Major shareholder reporting

14. Contact name:

Steven Mecca

15. Contact telephone number:

+1-914-899-3665

For notes on how to complete form TR-1 please see the FSA website.

This information is provided by RNS
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