YouGov PLC
08 April 2008

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YouGov plc

('YouGov' or the 'Company')

YouGov, the UK's leading online market research agency, was notified today that the Electricity Supply Pension Scheme purchased 1,123,679 ordinary shares on 4 April 2008. The Electricity Supply Pension Scheme now holds 3,033,679 ordinary shares of 0.2pence each, representing 3.198% of the Company's total voting rights. The shares are held in the name of BNY (OCS) Nominees Limited A/C ESPSBEB.

Financial Dynamics
Charles Palmer / Nicola Biles 020 7831 3113

Nomad - Grant Thornton Corporate Finance
Gerry Beaney / Colin Aaronson 020 7383 5100