YouGov PLC
11 October 2007

11 October 2007

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: ( )

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) : (X)

YouGov significantly increased its shares outstanding shortly after ReachCapital's earlier filing - thus ReachCapital's ownership percentage fell from 6% to 4% and is triggering this filing.

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):

October 9, 2007

6. Date on which issuer notified:

October 11, 2007

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

Over 1% change from previous filing.

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
Ordinary	4,054,938	4,054,938

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
Ordinary	3,754,938	4.05%		4.05%

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
3,754,938	4.05%

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:

...914-899-3665

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

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