

YouGov PLC  
22 October 2007

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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) :

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

October 17, 2007

6. Date on which issuer notified:

October 19, 2007

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

3% ownership threshold

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	3,595,563	3,595,563
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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
Indirect		Direct      Indirect	Direct
Ordinary	1,920,313	2.07%	2.07%

B: Financial Instruments

Resulting situation after the triggering transaction

Type of voting financial instrument	Expiration date	Exercise/conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/ converted)	% of rights
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Total (A+B) Number of voting rights	% of voting rights
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1,920,313

2.07%

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

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Proxy Voting:

10. Name of proxy holder:

ReachCapital Management, LLC

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

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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.

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