YouGov PLC
01 October 2007

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YouGov plc - Total voting rights

In conformity with the Transparency Directive we would like to notify the market
of the following:

The Company's capital consists of 92,638,113 Ordinary Shares of 0.2p all with voting rights.

The above figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to the interest in, the Company under the FSA's Disclosure and Transparency Rules.

ENDS

Enquiries:

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