



14 October 2008

**YouGov plc (“YouGov” or “the Company”)**

**Exercise of Options and Director’s Share Dealing**

The Company announces that, on 13 October 2008, it approved the issue and allotment of 821,528 new ordinary shares of 0.2p each ("Ordinary Shares") in the Company following an exercise of share options at the following prices:

11,766 Options	8.6p
1,307 Options	17.9p
283,455 Options	18.0p
305,062 Options	29.5p
219,938 Options	34.1p

These shares will rank pari passu with all existing Ordinary Shares. Application will be made for admission of these new Ordinary Shares to trading on AIM and dealings are expected to commence on 20 October 2008.

The number of Ordinary Shares with voting rights in issue following issue of the new Ordinary Shares will be 95,697,953.

The Company was also informed on 13 October 2008 that on that day Alan Newman, Chief Financial Officer; and Anthony Foye, Non Executive Director, purchased 25,000 and 100,000 Ordinary Shares at prices 55p and 52p respectively.

Following these purchases of shares, Alan Newman owns 25,000 Ordinary shares representing 0.03% of the Company’s total voting rights. Anthony Foye now owns 240,065 Ordinary shares representing 0.25% of the Company’s total voting rights.

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