

**05 November 2009**

**YouGov plc ("YouGov" or "the Company")**

**Director's Dealing**

On 3 November 2009, the Company received notice that Stephan Shakespeare, Director and Chief Innovation Officer, had on 3 November 2009 entered into a pledge agreement in respect of 6,000,000 ordinary shares of 0.2p each in the Company (representing approximately 6.2 per cent. of the issued share capital of the Company) as a grant of security against a personal loan.

There is no change in his overall shareholding in the Company. Mr. Shakespeare continues to have an interest in 10,939,110 ordinary shares in the capital of the Company representing approximately 11.3 per cent of the issued share capital of the Company.

Enquiries:

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