

# Andrew Cayton Named CEO of Lightspeed Research's EMEA Business

Basking Ridge, N.J. (September 22, 2009) -- Lightspeed Research, a leading online global research provider, today announced the appointment of Andrew Cayton as Chief Executive Officer of the Europe, Middle East, and Africa (EMEA) Company. Cayton assumes the role formerly held by Lightspeed Research's President and Global Chief Executive Officer David Day. Based in London and reporting to Day, Cayton will work with the Senior Global Team at Lightspeed Research.

Cayton joined Lightspeed Research in 2003 as Senior Vice President Business Development, EMEA, where he was integral in leading the region to profitability — running one of the fastest growing WPP companies worldwide and expanding its coverage to 11 countries by the end of 2008. In January 2009, he was appointed Global Sales Operations Director while retaining his lead business development role across the EMEA region. In both his global and regional roles, Cayton was responsible for sales operations training and development that promotes best practices, maximizes productivity, and increases profitability. He also served as a Director on the Lightspeed Research Board.

“Andrew was a natural choice for the CEO role,” said Day. “Over the last six years, he played an integral role in defining and executing our strategy, which contributed to the rapid growth of Lightspeed Research's EMEA business. Andrew's knowledge of the online market research business is second to none. He is very well respected by both our clients and his peers. Having worked closely with Andrew over the years, I know he will lead our EMEA region to continued success.”

“This is a particularly exciting time to be part of Lightspeed Research,” said Cayton. “With the recent merger of the TNS 6<sup>th</sup> dimension panel business into Lightspeed Research, we are now in a position to build the preeminent global online access panel business. I'm hugely excited at the opportunity of integrating the TNS panel business and talent, continuing to build our offer, and providing high quality research solutions to our clients.”

Cayton has over 17 years of sales, marketing and management experience in the market research and marketing services industries. Prior to joining Lightspeed Research, he was the Head of Sales of Harte-Hanks, where he promoted the company's insight and marketing services to companies within the IT, Internet, telecoms and finance industries across Europe.

Cayton was awarded a bursary place on the Masters in Marketing course at Bristol Business School and also received a BSc degree in geography at Plymouth University. He was the first post graduate to be awarded the distinction and also earned both the Market Research Society (MRS) and Chartered Institute of Marketing (CIM) diplomas. He is a member of the Market Research Society (MRS).

## About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable data to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a quality leader, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

Lightspeed Research is part of Kantar, the information, insight and consultancy division of WPP (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit [www.lightspeedresearch.com](http://www.lightspeedresearch.com) or send an email to [info@lightspeedresearch.com](mailto:info@lightspeedresearch.com).

## About Kantar

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. For further information, please visit us at [www.kantar.com](http://www.kantar.com).

## Press Inquiries

### Europe

Ralph Risk, Marketing Director, Europe  
Office: +44 (0)20 7896 1950  
Mobile: +44 (0)787 650 7689  
[rrisk@lightspeedresearch.com](mailto:rrisk@lightspeedresearch.com)

### The Americas

Lynnette McCarthy, Marketing Director, The Americas  
Office: +1 (908) 630-0542  
[info@lightspeedresearch.com](mailto:info@lightspeedresearch.com)

### Asia Pacific

Terry Wiley, CEO, Asia Pacific  
Office: +61 (02) 8081 2102  
[twiley@lightspeedresearch.com](mailto:twiley@lightspeedresearch.com)