

David Day Named Global CEO of Lightspeed Research

Princeton, NJ (June 8, 2009) -- Lightspeed Research has announced that David Day will be taking over from Anne Hedde as global CEO of Lightspeed Research, effective immediately.

Hedde is leaving the company to pursue a different role at a competitor business and will hand over her responsibilities over the next few weeks.

Day - who will report directly to Kantar chairman and CEO Eric Salama - will continue in his roll as European CEO for an interim period.

Commenting on the changes, Salama said: "I am delighted that we are able to promote from within and to have David as the new CEO. He has built a successful, thriving European business since joining us in 2006 and I have no doubt that he is the right leader for the worldwide business.

"I would like to thank Anne for all her work in helping to build Lightspeed into the business it is and for her role in industry discussions around data quality issues, and wish her well."

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 or send an email to info@lightspeedresearch.com.

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