

Lightspeed Research and TNS 6th dimension Merge to Create Online Panels Leader

Basking Ridge, NJ (July 1, 2009) -- Kantar announces that from today it will begin the process of merging the online panel business of Lightspeed Research and TNS 6th Dimension. The merged business will operate under the Lightspeed Research company name.

David Day has been named Global CEO of the merged business, while continuing as interim CEO for Europe, the Middle East, and Africa.

Day will be supported by Chris Urinyi, CEO, The Americas, and Terry Wiley, CEO, Asia Pacific.

A new global role of Chief Operating Officer will be filled by Efrain Ribeiro, who joins from Ipsos. Ribeiro takes up the new position from July 6th.

Kantar CEO Eric Salama commented: "The decision to merge our online panels business is the result of detailed conversations with clients about their present and future needs and an extensive cross-company analysis of our capabilities, strengths and market opportunities."

"We believe that on completion of the merger with TNS 6th Dimension, Lightspeed Research will be the pre-eminent global online panel provider and will be able to offer a significantly strengthened service to our clients.

"By merging our existing businesses, we have the opportunity to offer unparalleled global sample reach and scale, best-in-class panel management and sampling expertise and state-of-the-art sample management technology."

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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