

Lightspeed Research Names Sophia Kellman Senior Vice President, Talent

Basking Ridge, N.J. (July 13, 2009) -- Lightspeed Research, a leading online global research provider, announced today that Sophia Kellman, formerly Lightspeed Research's Director, Talent, Europe, the Middle East, and Africa, has been promoted to the role of Senior Vice President, Talent, effective immediately.

In her new role, Kellman is responsible for the global Talent function and a key business partner to President and Global CEO David Day and other senior executives. She will focus on strategic management to drive a high performance culture worldwide and build a robust Talent infrastructure to support Lightspeed Research's fast-growing business. She will play a key role during the integration of the businesses of Lightspeed Research and TNS 6thdimension.

As a member of Lightspeed Research's Board of Directors and the Global Senior Management Team, Kellman is responsible for oversight of Talent for the Business including a staff of direct and indirect reports in The Americas, Europe, the Middle East and Africa, and Asia Pacific.

"Although Sophia has been with Lightspeed Research for a short period of time, she has impressed us all with her professionalism and expertise," said Day. "I am confident she will fill the role of SVP, Talent with her usual dedication and enthusiasm."

Prior to joining Lightspeed Research, Sophia was the Group HR Director at Seven Publishing Group and a member of their Executive Board. She engaged the senior management team in a number of people-centric initiatives to raise employee motivation and engagement. In addition, Kellman was responsible for resourcing, reward, talent management and succession planning.

About Lightspeed

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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