

Christopher Urinyi Named CEO of Lightspeed Research's North American Company

BASKING RIDGE, N.J. (November 20, 2008) -- Lightspeed Research, a leading online global research provider, announced today that Christopher Urinyi has been named Chief Executive Officer (CEO) of the North American company effective November 7, 2008. He will be based in Princeton, N.J. reporting to President and Group Chief Executive Officer Anne Hedde. Mr. Urinyi will work with the senior global team at Lightspeed Research.

Mr. Urinyi has an extensive knowledge of the online research industry and has been a key contributor to Lightspeed Research's continued growth. He joined Lightspeed Research in January 2001 as Director of Strategy and was promoted to Vice President of Finance. In his most recent role as Group CFO, Mr. Urinyi was responsible for overseeing global accounting processes and ensuring financial policies support Lightspeed Research's corporate strategy.

Prior to joining Lightspeed Research, Mr. Urinyi held business development and financial analysis roles at Honeywell International. He also served eight years in the U.S. Navy's Submarine Force.

"Chris has an extensive knowledge of our business and has been a key contributor to Lightspeed Research's growth and success," said Ms. Hedde. "In his new role, he will add significant value to our business and will help us to successfully take advantage of the growth opportunities that we are afforded."

"I am excited to take on this new challenge and look forward to building on the rapid growth of the company," Mr. Urinyi said. "Lightspeed Research is well positioned in the industry and will continue to deliver the quality online market research solutions that our clients have come to expect."

About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research 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 the Kantar Group, 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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