



Press Release

Payment of the dividend and stock split

Paris, 30 June 2006. Ipsos will pay on Monday 3 July a dividend of 1€ per share, and will proceed on Tuesday 4 July to the division of the nominal value of its shares by four.

Each shareholder will be allocated 4 new shares of 0.25€ each for one former share of 1€

Thereafter, the share capital will comprise 33,863,344 shares.

Nobody's Unpredictable

'Nobody's Unpredictable' is the Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.

Ipsos, listed on the Eurolist of Euronext - Comp B,
is part of the SBF 120 and the Mid-100 Index, adheres to the Next Prime segment
and is eligible to the Differed Settlement System.

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