



TNS AND RESEARCH INTERNATIONAL COMBINE STRENGTHS TO BECOME WORLD LEADER IN CUSTOM RESEARCH

LONDON. February 23rd 2009 — As part of a strategic realignment of the Kantar Group companies - TNS (Custom Division) and Research International - two of the world's leading market insight and information agencies will combine strengths and merge to create the world's largest custom research company.

The merger is part of a major reorganisation of the Kantar Group, to strengthen its companies and its offer and give clients more clarity about its areas of research expertise. The combination of Research International's strong focus on Consumer Packaged Goods research, qualitative skills and innovation, and TNS' s sector expertise and business solutions portfolio, alongside established international client networks in both companies, means the new business will be the world leader in custom research. The merged business will be led by Bob Meyers and Pedro Ros (Chairman and CEO respectively).

The global brand name of the combined business will be TNS. A select number of countries will be called TNS Research International. In addition, in some markets TNS will maintain its heritage brands.

Former CEO of Research International and new Chairman of TNS, Bob Meyers said: "We are extremely excited to be joining forces with TNS. I truly believe that our new business will be the most dynamic and innovative custom research business in the world today. Our enlarged portfolio will include many of the world's most effective research solutions. Combining these techniques with our comprehensive industry knowledge and use of state of the art technology, we are in a very strong position to shape the future of the market research industry and significantly improve the information and insights we provide our clients both on a local and global basis."

CEO of TNS Pedro Ros added: "At TNS our clients are at the forefront of everything we do and it is our mission not only to deliver the best service possible, but to challenge and innovate around their evolving business needs. By combining strengths and resources with Research International, we are in an even better position to do this and we can look to a bright future."

The merged business will be the number one or number two market research company in almost every country, offering deepened industry knowledge via sector expertise and a strengthened portfolio of research solutions. Both companies will join forces and use their strength, resources and talent to deliver further value to their clients' businesses.

For further information please visit www.tnsglobal.com or www.research-int.com and for more details about the wider changes within the Kantar Group visit www.kantargrouptns.com.

About TNS

TNS is a global market information and insight group. Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions. TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behavior. www.tnsglobal.com

TNS is the sixth sense of business™.

About Research International

Research International (www.research-int.com) is a division of Kantar, WPP's unparalleled consultancy network. As one of the world's largest custom research organizations, we make it our business to provide the invaluable knowledge and insights that gives our clients the power to succeed. Whether launching new products and services or looking to strengthen existing brands, Research International is poised to deliver best-in-class solutions. <http://www.research-int.com>

The Kantar Group

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit www.kantargrouptns.com

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