



Press Release

TNS and Infoplan Agree to Merge

Tokyo, Japan, November 29, 2006 – Taylor Nelson Sofres Ltd. (TNS Japan) and Infoplan Inc. (Infoplan) announced today that they have agreed in principle to a merger to form TNS-Infoplan Inc. (TNS-Infoplan) effective January 1, 2007. The merger will create a significantly enhanced market information service for both local and international clients from the merged entity, a strong local Japan presence combined with international reach and highly sophisticated best in class research capability.

In the new joint venture, TNS will have a majority with McCann Erickson Japan Inc. maintaining a significant minority position, and TNS's current joint venture partner, Nippon Research Center, will maintain a small minority position. This is in line with international clients' increasing desire for research objectivity to be maintained through independence, but local Japanese clients desire often to have a bundled communications offering including research capabilities. As such, TNS-Infoplan will continue its close relationship with the other operating units of McCann Worldgroup in the Japanese market.

The merger brings excellent benefits and synergies to both parties:

- For TNS – greater operational scale in Japan, broader local client relationships, a deeper market understanding, experienced professional staff especially in the area of qualitative research and one of the local market's strongest brand names.
- For Infoplan – access to TNS global clients, its global network and operational infrastructure, plus the world's leading proprietary research tools.

Osamu Miyake, Managing Director of TNS Japan will be Representative Director and President of the new entity.

“A key component of the merger is the opportunity it will provide for the professional development of Infoplan employees. Being part of TNS will mean involvement in the network, introduction to an array of new business solutions and training programs at all levels as well as providing opportunities for international transfer,” said Kevin



Ramsey, President & CEO of McCann Erickson Japan. “No reductions in staffing are envisaged as a result of the merger. In fact, we expect that the business momentum generated by the merger will mean that TNS-Infoplan will be actively recruiting additional staff early in 2007.”

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About TNS

TNS is a market information group:

- The world’s largest provider of custom research and analysis
- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and TV and radio audience measurement services.

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.

The group’s employees deliver innovative thinking and excellent service to local and multi-national clients worldwide. In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management.

TNS’ strategic goal is to be recognised as the global leader in delivering value added information and insights that help our clients to make more effective decisions.

TNS is the sixth sense of business.

www.tns-global.com

About Infoplan

Infoplan Inc., a subsidiary of McCann Erickson Japan Inc., is one of the leading research companies in Japan with established proven expertise in the market and extensive operational capabilities, particularly for face to face interviews. It operates



independently of any international network. Information on Infoplan and its services is available at www.infoplan.co.jp/.

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