Synovate appoints Patrick Glydon as Chief Financial Officer

Contributed by Synovate
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17th August 2007: LONDON â€" INTERNATIONAL market research firm, Synovate, today announced the appointment of Patrick Glydon as its new Global Chief Financial Officer, effective from 1st September 2007.

Glydon will join the Synovate Executive Committee and lead the global finance team to support the continued growth and development of Synovate. As part of this remit, he will work closely with Synovate's parent company, Aegis Group plc., to leverage the synergies between its market research and media businesses.

London-based Glydon joins Synovate from Colt Telecom where he served as Deputy Group CFO. He has held senior positions in global finance and change management in the Leisure, Consumer Goods and TMT sectors. Glydon has lived in Los Angeles, Paris, Singapore and Stamford, Connecticut, working for leading brand owners such as Hilton, Le Meridian and Guinness.

Commented Glydon on his appointment, "Professionally, this move marks an exciting stage in my business career. I am thrilled to be joining a company that has such a clear and exciting vision. Not only does Synovate know where it is going, it has the clarity and commitment to fulfil its ambition, and I very much want to be part of the ride."

Synovate CEO, Adrian Chedore, added, "I am delighted to welcome Patrick on board. His impressive track record encompasses all aspects of global financial management, making him ideally placed to underpin Synovate's continued growth and success."

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About Synovate
Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,700 staff in 118 cities across 52 countries.

For more information on Synovate visit www.synovate.com.