Synovate Expands Footprint in Australia and New Zealand with Research Solutions Deal

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2 November 2007, AUCKLAND â€" Leading global market research firm Synovate today announced its acquisition of Research Solutions, one of New Zealand's largest independent full-service research agencies.

Headquartered in Auckland, Research Solutions provides market intelligence services backed by a team of 45 full-time staff and a field force of over 200 interviewers.

Synovate's Global CEO Adrian Chedore said that the acquisition of Research Solutions is an important move in the company's New Zealand strategy and will position Synovate as one of the leading full-service providers.

"Research Solutions is a terrific business, with a great reputation, great clients and a commitment to great market research - as well as a team that has won more Market Research Effectiveness Awards than any other company in New Zealand. We are delighted to welcome them to the Synovate family."

This latest acquisition cements Synovate's rapid growth in the region which first began in 2005 with the purchase of Australian owned businesses Market Equity and Aztec.

Brent Stewart, CEO Australia and New Zealand, said "we're delighted to add a business of such high calibre as Research Solutions to our fold. By combining their capabilities with our existing businesses in Australia and New Zealand we are able to offer our clients the best possible combination of local knowledge with international expertise."

Founder and Research Director of Research Solutions, Debra Hall, said that cultural fit and opportunities for staff and clients alike were key considerations in teaming up with Synovate.

"Synovate is a large-scale global company with all the thought leadership, resources and opportunities that implies. It is also a company that prides itself on being the biggest small research company in the world, retaining a small business feel and entrepreneurial drive. Our clients and staff will now be in a position to get the best of both worlds."

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About Research Solutions
Research Solutions is a full-service Auckland market research company, servicing clients throughout New Zealand and in Australia. The company began in Auckland in 1992 and now has 45 full-time staff, complemented by a nationwide field force of 200+ interviewers. For more information please go to www.resolutions.co.nz.

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 115 cities across 51 countries.

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