TNS Ireland Announces Expansion of Worldpanel

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TNS IRELAND ANNOUNCES EXPANSION OF WORLDPANEL TO 3,000 HOUSEHOLDS

July 3 2006. Dublin, Ireland. TNS Ireland, a leading global provider of market research, announced an extensive expansion of its FMCG consumer tracking Worldpanel service. Currently standing at 1,350 households, in the Republic of Ireland the panel will increase to 3,000 by August 2008. The expansion will deliver a groundbreaking advance in integrated consumer understanding, utilising greater depth and breadth of data analysis to realise complete consumer profiling.

Marie Burke, Managing Director, TNS Ireland, said: â€œThere are three key benefits to the build. Firstly there will be a new dimension in consumer understanding, new types of demographic description and many more analysis. Secondly a bigger sample provides you with more accurate data and a deeper insight. Finally there will be a new data delivery platform.

â€œIn Irelandâ€™s ever competitive environment its essential consumers purchasing habits are measured accurately. The pane build will place TNS Ireland at the forefront of the consumer insight offering.â€•