



MEDIA RELEASE - FOR IMMEDIATE RELEASE

**LIGHTSPEED RESEARCH NAMES MICHAEL GAZALA
CHIEF EXECUTIVE OFFICER, NORTH AMERICA**

Basking Ridge, NJ, May 10, 2007 - LIGHTSPEED RESEARCH, a global interactive data solutions provider, announced today that Michael Gazala has been named Chief Executive Officer (CEO) of the North American company, effective May 21, 2007. Michael joins Lightspeed Research from Forrester Research, Inc. Reporting to President and Group Chief Executive Officer, Anne Hedde, Michael will work with the senior global team at Lightspeed Research. He will be based in Basking Ridge, NJ.

Michael is an accomplished business executive and a strong leader with a successful history in the research industry including more than nine years at Forrester Research. In his most recent role as Senior Vice President of Forrester Data, Gazala was responsible for overseeing all aspects of the business aimed at helping clients make better strategic decisions by leveraging Forrester's consumer research capabilities. Prior to his role as SVP, Gazala served in various senior executive positions at Forrester Research during which he led the North American Research organization focused on industries such as healthcare, financial services, media and retail.

"I am delighted to welcome Michael to the Lightspeed Research team. His leadership skills and experience with clients in the research industry provides our North American business with strong support for continued growth in the market," said Ms. Hedde. "Michael adds significant value to our business and strengthens our commitment to being a leader in the provision of interactive data solutions."

Michael commented "Lightspeed Research is a remarkable and exciting organization and I look forward to continuing the growth of the company and providing excellence in the delivery of quality interactive data solutions that our clients have come to expect."

For press enquiries contact Lightspeed Research:

Ralph Risk, Marketing Manager - **Europe**

Tel office+44 (0)20 7896-1950 Tel mobile +44 (0)787 650 7689

rrisk@lightspeedresearch.com

Tammy Talley, Director of Marketing and Product Development - **US**

001 908 630-0542

info@lightspeedresearch.com.

About Lightspeed Research

Lightspeed Research is a global interactive data solutions provider delivering effective research results through global online panels. Through its network of panels, Lightspeed Research can provide access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's panels are recruited and maintained to ensure quality and representative sampling to support studies that range in scope and complexity across most industry sectors. Lightspeed Research operates specialty panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more. The company also provides custom panel solutions for clients, building customized panels to address specific client needs.

Lightspeed Research is a member of WPP (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com or send an e-mail to info@lightspeedresearch.com.

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