



DeSilva+Phillips, Mediabankers™, Announces That its Client, Harrison Group, Has Agreed to be Acquired by YouGov plc

DeSilva+Phillips, Mediabankers™, announces the sale of Harrison Group LLC, a leading marketing and strategic research consulting firm headquartered in Waterbury, CT, to YouGov plc (Symbol: LSE: YOU, Stock Market: London Stock Exchange), a global market leader in survey and market research, political polling, panel management, research operations and business consulting.

New York, NY ([PRWEB](#)) August 12, 2010 -- DeSilva+Phillips, Mediabankers™, announces the sale of Harrison Group LLC, a leading marketing and strategic research consulting firm headquartered in Waterbury, CT, to YouGov plc (Symbol: LSE: YOU, Stock Market: London Stock Exchange), a global market leader in survey and market research, political polling, panel management, research operations and business consulting.

The combined organization provides a more prominent position in US corporate market research for YouGov and complements its already established US polling and online panel business, while at the same time Harrison Group's clients will gain access to global research services such as market-tested brand metrics, new capabilities in panel management and enhanced capabilities in analytical services.

Stephan Shakespeare, CEO of YouGov, stated, "The Harrison Group is highly complementary to YouGov's existing US business and this acquisition is consistent with YouGov's strategy of scaling up the Group's commercial market research business in the USA. It gives us immediate scale in the corporate research market through a business with an excellent reputation for quality and with a superb client list. We are very proud to add Harrison Group to our growing US and global network."

Doug Harrison, Harrison Group's CEO, said "We see joining the YouGov group as an excellent opportunity to develop our business and meet our clients' growing need for global research resources and capabilities. We will benefit from YouGov's high quality US panel and their cutting edge research technology and analytics. For our part, we look forward to working with YouGov to grow our combined corporate research business in the USA and develop innovative research products together."

YouGov announced that Harrison Group will operate as Harrison Group, A YouGov Company, and will maintain its client offices in Waterbury, CT; Marblehead, MA; Phoenix, AZ; San Francisco, CA; and Seattle, WA. Doug Harrison will continue to serve as Harrison Group CEO; all Harrison Group team members will remain an integral part of the company and continue in their present roles to ensure continuity of client work.

Marti Frucci, the DeSilva+Phillips Managing Director who managed the transaction, commented, "We are delighted to see such a positive outcome for both our client and YouGov. Both parties will see significant enhancements to their services offerings, and ultimately that is great news for their clients. Harrison Group is an exceptional company, and I am very pleased that they have found such a fitting partner in YouGov."

Doug Rivers, CEO of YouGov, US, said "The acquisition of Harrison Group will boost YouGov's rapidly expanding market research business in the US. Harrison Group's expertise in addressing corporate branding and



segmentation issues will help us to further develop our range of syndicated products which provide accurate real time data to corporate decision makers. We share a vision of how innovations in research can produce solutions to real business problems."

With the addition of Harrison Group, YouGov employees now number over 80 in the US, with more than 450 people worldwide. In addition to their US offices, YouGov operates in North America, Europe, and the Middle East.

About Harrison Group

Harrison Group (www.harrisingroupinc.com) is one of the country's leading marketing and strategic research consulting firms. Headquartered in Waterbury, Connecticut, Harrison Group specializes in concept testing, forecasting, segmentation, branding, business consulting, and market modeling for some of America's top corporations, including financial services firms, software, technology, packaged goods, retailers, pharmaceutical manufacturers and interactive entertainment companies.

About YouGov

YouGov (www.yougov.com) is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of industries, including consumer products, financial services, public sector, technology and telecom and media. YouGov's full service offerings span added-value consultancy, syndicated and product offers, market intelligence reports, omnibus and field and tab services.

YouGov has been acclaimed as one of the world's most accurate pollsters and dominates Britain's media polling. One of the most quoted agencies in Britain, YouGov has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

About DeSilva+Phillips, Mediabankers™

DeSilva+Phillips, Mediabankers™, is a New York-based investment bank that advises dealmakers in every area of the media, information and related technology markets. DeSilva+Phillips provides M&A advisory and corporate restructuring services and private placements of debt and equity, and has completed more than 200 transactions since 1996. Its broker-dealer affiliate, DeSilva+Phillips Corporate Finance LLC, is a member of FINRA and SIPC.

For more information, please visit our website at <http://www.mediabankers.com>. You can also stay abreast of all DeSilva+Phillips' news and market commentary by following us on Twitter at @Mediabankers.

Harrison Group was represented by Marti Frucci of DeSilva+Phillips LLC, and by Paul Fasciano of the law firm Sadis & Goldberg LLP.

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