

PI CAPITAL

Pi Capital Limited
49 St James's Street
London
SW1A 1JT
Tel: +44 20 7529 5656
Fax: +44 20 7529 5657
www.picapital.co.uk

MEDIA RELEASE

YouGov Founder Addresses Pi Capital Member Lunch on the Predicament of Today's CEO

London, Thursday 24th July 2008 – Nadhim Zahawi, Founder and CEO of YouGov addressed Pi Capital members - leading entrepreneurs, CEOs and chairmen - on the dilemma of today's CEO within the context of febrile global market conditions and the accessibility of information on a minute-by-minute basis.

Mr Zahawi commented:

“The CEO's life is now more akin that of a political leader in constant campaign mode than what was historically simply a corporate executive role. Given the pace of global change in this new consumer-driven world and the market's access to data at their fingertips minute-by-minute, CEOs have never been more scrutinized; their every move judged in the court of public opinion. They can go from hero to zero in fifteen minutes.”

David Giampaolo, Chief Executive of Pi Capital – whose members are some of the UK's most successful entrepreneurs and business leaders – commented:

“The extraordinary transformation we have witnessed in the past five years across British and global business has been created by market and regulatory change but also an acutely heightened transparency. As active investors, this has been a welcome development for our members, particularly in light of the regulatory disasters we have seen and the inadequate controls of many major financial institutions.”

The greater reliance on timely and accurate information has meant that YouGov's methodology and ability to deliver real time primary data has put it at the heart of decision making in politics and business.

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For further information and photographic material please contact:

Zoë Couper, Carte Blanche Communications, London
5th floor, 36 St James's Street
London, SW1A 1JD
Tel +44 20 7016 5322
zc@carteblanchecomms.com

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Pi Capital members are some of the UK's most successful and influential business leaders. Members are typically entrepreneurs, CEOs, chairmen and non-executive directors of medium to large private and public companies or full time private investors. Together, they sit on over 600 boards and their combined expertise covers almost all major industries and service sectors in the UK.

Pi Capital is a unique investor network that finds exciting growth equity and alternative asset investment opportunities for its members, and negotiates participation in select private equity deals and funds. It allows individual investors to participate in transactions on an opt-in basis that are usually the exclusive preserve of institutions.

In addition to investment opportunities, Pi Capital offers its members a vibrant social network and holds expert speaker lunches, charity dinners, and arts and philanthropy events.

Pi Capital is authorised and regulated by the Financial Services Authority and is a member of the British Venture Capital Association.

YouGov Plc

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YouGov is an international, full service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms, media and organisation (both employee and employer aspects). YouGov's full service offering spans added value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of over 200,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

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

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Carte Blanche works with some of the world's leading financial brands - both multi-national and boutique - to deliver marketing and communications solutions. Working with hedge funds, private banks and family offices, Carte Blanche provides the unique communications and marketing services they need to acquire and retain clients, manage change and build brands.

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