



Press Release

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Change of shareholding at ORG-GfK Marketing Services India Private Limited

Nuremberg, July 2, 2009 – At the beginning of July 2009, GfK Retail and Technology will increase its stake in its Indian joint venture with Nielsen from 40.0% to 50.1%. From now on, the joint venture company will be included in the consolidated accounts of the GfK Group. Previously known as ORG-GfK Marketing Services (India) Private Limited, the joint venture will be renamed GfK-Nielsen India Private Limited.

The joint venture, which was established in 1998, operates in one of the world's strongest growth regions, and is currently the leading provider of retail data in India for technology categories. The company has a staff of 16 and offices in New Delhi and Mumbai and generated sales of EUR 3 million in 2008. Sameer Shukla has been appointed General Manager.

The synergies resulting from all the parties involved will strengthen the position of the Indian joint venture. It also offers unique opportunities for expansion of the product coverage and for access to international clients, and generates new service opportunities for local and international manufacturers.

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The GfK Group

The GfK Group is the no. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has a total of 150 companies operating in more than 100 countries. Of the Group's 10,267 employees (as at March 31, 2009), over 80% are based outside Germany. For further information, visit our website: www.gfk.com.

The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (AC-Nielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek), trade shows and the newspaper sector (Scarborough Research). The privately held company has more than 42,000 employees and is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

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