

## **LEGER MARKETING PURCHASES ISOPUBLIC**

### **- A Swiss Market and Opinion Research Institute-**

**MONTREAL, December 8, 2011** - Leger Marketing continues to pursue international growth by becoming a majority shareholder of ISOPUBLIC, a Swiss polling and market research firm.

Founded in 1943, ISOPUBLIC is Leger Marketing's fifth acquisition over the past ten years after Criterion in Toronto, Criterion Research in Edmonton, Claros Research in Calgary and Arc Research in Philadelphia. Leger Marketing now counts 800 employees located in Montreal, Quebec City, Toronto, Edmonton and Calgary in Canada, as well as Philadelphia, Denver and Tampa in the United States, and Zurich in Switzerland.



“The acquisition of ISOPUBLIC is a strategic move for Leger Marketing, giving us access to international clientele based in Switzerland. Our presence in Europe also allows us to support our North American clientele in European markets, clients such as Johnson & Johnson, Microsoft, Merck, Wells Fargo, Wal-Mart, AT&T, Scientific Games, Research in Motion (RIM), Adidas, Disney, Quebecor, Loblaws, Cascades, Couche-Tard, L’Oréal, LG, and Samsung” specified **Jean-Marc Léger**, President of Leger Marketing.

**Matthias Kappeler**, who remains President of ISOPUBLIC, considers that “Leger Marketing’s arrival allows [ISOPUBLIC](#) to benefit from their unique technological expertise in online polling, as well as their research models and advanced statistical analysis.”

It should be noted that **Jean-Marc Léger** and **Matthias Kappeler** are also respectively President and Vice-President of the Worldwide Independent Network (**WIN**) of Market Research, the largest market research and polling association in the world with a presence in 68 countries.

#### **About Leger Marketing**

[Leger Marketing](#) - the largest Canadian-owned polling firm - also owns [The Research Intelligence Group](#) (TRIG) in the United States, [LegerWeb.com](#), the biggest panel in Canada with 400 000 panellists, [Leger Analytics](#), for advanced statistical analysis, and Leger Strategic Consulting, a division that specializes in communication and strategic positioning.

#### **Contact:**

Switzerland and Europe

Matthias Kappeler  
ISOPUBLIC  
[Matthias.kappeler@isopublic.ch](mailto:Matthias.kappeler@isopublic.ch)  
+41 44 806 66 66

North America

Éric Chalifoux  
Leger Marketing  
[echalifoux@legermarketing.com](mailto:echalifoux@legermarketing.com)  
+1 514 982-2464 | +1 514 885-4438