



Press Release

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Bernhard Wolf
Corporate Communications
Tel. +49 911 395-2012
Fax +49 911 395-4075
bernhard.wolf@gfk.com

Marion Eisenblätter
Corporate Communications
Tel. +49 911 395-2645
Fax +49 911 395-4041
marion.eisenblaetter@gfk.com

Preliminary information concerning the 2008 Interim Results

- **Very good order book position in HY1 2008**
- **Interim report scheduled for publication on August 28, 2008**
- **Discussions in relation to a possible offer for TNS are progressing positively**

Nuremberg, July 28, 2008 – The GfK Group's order book at the end of June 2008 is clearly stronger than at the same time last year. Orders already invoiced and booked for the remainder of the year account for 76.4% of the total projected 2008 Financial Year sales. This puts GfK 2.3% above the previous year's level. The order book is a good indicator of the development of GfK Group's sales.

GfK announces that its results for the six months to 30 June will be published on 28 August. This is some two weeks later than previously advised. The postponement is due to technical delays caused by the volume of accounting work that was required in relation to the proposed merger of equals with TNS. In the context of this transaction, GfK was subject to requirements stipulated by the UK Listing Authority, which included the publication of the audited accounts for HY1 2008. With the cancellation of the anticipated merger on July 9, 2008, audited accounts for the first half year were consequently no longer required. However, since the preparation of audited accounts takes longer and involves different processes than the preparation of the unaudited HY1 accounts pursuant to German law, this will result in a delay in the preparation of the figures.

Discussions in relation to a possible offer for TNS are progressing positively.

GfK reiterates that no assurance can be given that an offer will be made. A further announcement will be made when appropriate.

GfK Aktiengesellschaft
Nordwestring 101
90319 Nuremberg

Tel. +49 911 395-0
Fax +49 911 395-2209
public.relations@gfk.com
www.gfk.com

Management Board:
Professor Dr.
Klaus L. Wübbenhorst
(CEO)
Christian Weller von Ahlefeld
(CFO)
Petra Heinlein
Debra A. Pruent
Dr. Gérard Hermet
Wilhelm R. Wessels

Supervisory Board Chairman:
Hajo Riesenbeck

Commercial register
Nuremberg HRB 9398



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 Media. In financial year 2007, the GfK Group achieved sales of 1,162.1 million euros. The Group has 115 companies operating in more than 100 countries. Of a total of approximately 9,297 employees (as of March 31, 2008), 81.1% are based outside Germany. For further information, visit our website: www.gfk.com

Responsible under press legislation
GfK AG, Corporate Communications
Marion Eisenblätter
Nordwestring 101
D-90319 Nuremberg
Tel. +49 911 395-2645
Fax +49 911 395-4041
public.relations@gfk.com

This announcement does not constitute an announcement of a firm intention to make an offer under Rule 2.5 of the Takeover Code and there can be no certainty that any offer will ultimately be made for TNS nor as to the terms and conditions on which any offer might be made.