



Press Release

Date
5 May 2008

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

Marion Eisenblätter
Corporate Communications
Tel. +49 (0) 911 395-2645
Fax +49 (0) 911 395-4041
marion.eisenblaetter@gfk.com

GfK Aktiengesellschaft
Nordwestring 101
90319 Nürnberg

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
Nürnberg HRB 9398

GfK and TNS adhere to their planned merger

Nuremberg, 5 May 2008 – The Management Board of GfK (GfK) notes yesterday's rejection by the Board of Taylor Nelson Sofres plc (TNS) of a possible offer for TNS by WPP group plc (WPP).

GfK also notes with appreciation the continued support of the Board of TNS for the previously announced proposed nil premium merger of equals between GfK and TNS. GfK reiterates its support for the proposed merger which it believes is in the best interests of both GfK and TNS shareholders. GfK confirms that significant progress has been made on the work to confirm the quantum of merger benefits and that an announcement on this as well as the other key merger conditions will be made shortly.

Hajo Riesenbeck, Chairman of GfK, said: "GfK believes that the combination of GfK and TNS is the best fit for both companies and would create better service for clients, better opportunities for employees and better value for shareholders".

About TNS

TNS is a global market information and insight group. Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions. TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services. For further information: www.tnsglobal.com



About GfK

The GfK Group is the No. 5 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The GfK Group achieved 1,162.1 million euros in financial year 2007. The Group has 115 companies covering over 100 countries. Of a total of 9,070 employees (as of December 31, 2007), 81,1% are based outside Germany. For further information: www.gfk.com

NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN ANY JURISDICTION WHERE TO DO SO WOULD CONSTITUTE A VIOLATION OF THE RELEVANT LAWS OF SUCH JURISDICTION, INCLUDING AUSTRALIA, CANADA, JAPAN AND THE UNITED STATES

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