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News Release

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Nielsen Names Anis Panduro Zouzou to Lead European Roll-Out of the Nielsen In-Store Initiative

NEW YORK, June 26, 2007—The Nielsen Company today announced the appointment of Anis Panduro Zouzou to the position of European In-Store Manager of Nielsen In-Store, a global measurement service designed to measure consumer exposure to in-store marketing vehicles. The announcement was made by George Wishart, Global Managing Director of Nielsen In-Store.

Nielsen In-Store is working to develop a global measurement service designed to help marketing and retailing professionals better understand how to reach and influence consumers in retail environments. This innovative service allows clients to measure the impact of in-store marketing and assess its value in comparison with other media and marketing options.

Based in Denmark, Zouzou will lead the planning and execution of the roll-out of Nielsen In-Store and the Pioneering Research for an In-Store Metric initiative in Europe. He will work with each country management team to ensure the successful roll-out with key retailers, manufacturers, agencies and others In-Store constituents.

Zouzou joins Nielsen In-Store bringing years of Nielsen client experience. In his former role as Senior Client Team Manager he was responsible for the Danish FMCG team with prior pan-Nordic responsibilities. Zouzou also has prior experience in sales and marketing working with such companies as Siemens and Philips.

“Anis is ideally positioned to lead this effort with his business and education background and his experience working with many of our key European clients,” says Wishart.

Zouzou has both a BSc and an MSc degree in Economics & Business Administration from the Copenhagen Business School.

He will report directly to George Wishart with a European reporting line to Johan Sjöstrand, Chief Retailer Services Officer of ACNielsen Europe.

About The Nielsen Company

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