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POPEYES LOUISIANA KITCHEN SIGNS AGREEMENT WITH YOUGOV'S BRANDINDEX CONSUMER PERCEPTION RESEARCH SERVICE

New York, NY/Atlanta, GA (August 8, 2010) – Popeyes Louisiana Kitchen (www.popeyes.com), a leading international restaurant chain, has signed on for BrandIndex, the daily consumer perception service of multinational market research firm YouGov (www.yougov.com), according to Ted Marzilli, Global Managing Director of BrandIndex.

YouGov will deliver daily brand intelligence to Popeyes, helping the leadership team to continue to build Popeyes by leveraging data to inform better decision making.

BrandIndex is the only daily brand intelligence service, interviewing 5,000 U.S. consumers each day to measure 1,000 consumer brands across 41 industry sectors, on seven key indicators of brand health: general impression, “buzz,” quality, value, corporate reputation, customer satisfaction and whether respondents would recommend the brand to a friend.

“Data combined with intuition is critical to our success as a business,” says Dick Lynch, Chief Marketing Officer of Popeyes. “BrandIndex will allow us to better monitor on a daily basis how consumers are responding to our brand and our marketing initiatives.”

“In a highly competitive arena such as the restaurant industry, businesses need daily data to help monitor the impact of their own as well as competitors’ marketing activities,” says Marzilli. “BrandIndex tracks more than 125 dining brands and will provide Popeyes with the most complete view of the industry available.”

About YouGov: YouGov is an innovative, full service research company primarily using online communities to provide quantitative and qualitative research across a range of specialties, including consumer markets, financial services, technology and telecommunications, media, politics and the public sector. YouGov’s full service offering spans added value consultancy, syndicated product offers and omnibus services.

YouGov operates an international panel of over 2,000,000 members across 20 countries, representing the diversity of the populations in those countries. YouGov has a compelling track record of accurately predicting political elections and works with major international companies including OMD, Mars, Johnson &

Johnson, Volkswagen and News International. Its well-documented and published track record demonstrates the accuracy of its survey methods and quality of its client service work. For more information, please visit yougov.com.