



PRESS RELEASE
Paris, 20th November 2008

HARRIS INTERACTIVE, FRANCE 24 AND THE INTERNATIONAL HERALD TRIBUNE CREATE THE FIRST "WORLD LEADERS" BAROMETER

They lead the world's largest countries; they play a crucial role in international politics and economics. Some of them are elected by universal suffrage, others not. Some have become emblematic figures of modern society. Heads of state, spiritual figures, respected or controversial personalities – these are the people who lead the world.

Harris Interactive has chosen 19 of them:

Mahmoud Ahmadinejad (Iran), Bashir al-Assad (Syria), José Manuel Barroso (European Commission), Silvio Berlusconi (Italy), Tony Blair (United Kingdom), Gordon Brown (United Kingdom), George W. Bush (USA), Fidel Castro (Cuba), Hugo Chávez (Venezuela), the Dalai-Lama, Hu Jintao (China), Ban Ki-Moon (UN), Luiz Inácio Lula da Silva (Brazil), Dimitri Medvedev (Russia), Angela Merkel (Germany), Pope Benedict XVI, Vladimir Putin (Russia), Nicolas Sarkozy (France), José-Luis Rodriguez Zapatero (Spain).

What real influence do they wield and how popular are they in the USA and the five largest European countries (Germany, France, Spain, Italy and Great Britain)?

To answer these questions, Harris Interactive has launched the first great online opinion poll using a sample of 6,257 adults representative of the population of these six countries.

The first results of this barometer, **which will be carried out every two months**, will be given on **28th November on FRANCE 24 and commented on in the columns of the daily *The International Herald Tribune* on the same day.**

About Harris Interactive

Harris Interactive is a global leader in custom market research (6th-ranking ad hoc survey company in the world). The French structure, founded in 1995 by Nathalie Perrio-Combeaux and Patrick Van Vloeme under the name of Novatris, joined the group in March 2004.

Harris Interactive offers innovative survey methods along with analyses and strategic advice helping clients to take well-considered and effective decisions. The group owes its reputation to the "Harris Poll" opinion polls and its pioneering role in online survey methods. The company has set up what it describes as the most important survey in the world: the Harris Poll Online. Harris Interactive serves clients globally through its North American, European and Asian offices. For more information about Harris Interactive, please visit www.harrisinteractive.fr

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About FRANCE 24:

FRANCE 24 is the first French international news channel that offers a French perspective and sensibility on world events. It broadcasts on a 24/7 basis on three channels, in French, English and Arabic, in Europe, the Middle East, Africa and on the east

coast of the US. FRANCE 24 can be accessed by cable, satellite and DSL. The website www.france24.com is available in three languages (English, French, Arabic).

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About the International Herald Tribune (www.ihf.com)

The International Herald Tribune is the premier international newspaper for opinion leaders and decision-makers around the globe. It combines the extensive resources of its own correspondents with those of The New York Times and is printed at 35 sites throughout the world, for sale in more than 180 countries. Based in Paris since 1887, the IHT is part of The New York Times Company.

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