



GfK NOP

Press release

immediate release

Statement from GfK NOP regarding 'Western Union Mystery Shopping Scam'

Date

20 April 2009

PR Manager

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London, 20 April 2009 – The management of GfK NOP is aware of email communication purporting to come from GfK NOP Mystery Shopping with reference to a survey on all Western Union Agents.

GfK NOP advises that this email has no connection whatsoever to GfK NOP or GfK Mystery Shopping and individuals receiving such an email should not respond to it.

The 'Western Union Agents Mystery Shopping Scam' email invites the individual to make a Western Union Money Transfer using their own money, and requests that recipients provide their Name, Address, City, Post Code and Phone, and then further on, their bank details.

Emails linked with this scam have come from secret-shoppers04@live.co.uk or other similar addresses. The email is generally signed off with the following:

Denise Anderson

Market Viewpoint (or View Point)

Telephone: 07536625167

As with many large and trusted organisations, GfK NOP is a potential target of fraudsters attempting to misuse its name. We will publicise all such attempts that are brought to our attention, in order to forewarn the public.

- ENDS -

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EDITOR'S NOTE:

For further details or to arrange an interview, please contact Amanda Wheeler, PR & Communications Manager on 020 7890 9386 / amanda.wheeler@gfk.com

About GfK NOP

GfK NOP Ltd is part of the GfK Group and a leading market research agency in the UK and internationally. It is a renowned supplier of market information and insight, offering industry specialists, best-in-field research design, methodologies and analytics for qualitative, quantitative, ethnographic, omnibus and online research services.

For further information, please visit our website: www.gfknop.com

Responsible under press legislation:

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The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of about 10,000 employees (as of 31 December 2008), more than 80% are based outside Germany.