



For Immediate Release

JWT INDIA AWARDED CANNES GRAND PRIX

“Lead India” Campaign Takes Home International Direct Advertising Honor

NEW YORK, June 16, 2008—JWT, the largest advertising agency in the U.S. and the fourth largest in the world, has been awarded the Grand Prix in the direct category at the Cannes Lions International Advertising Festival, the most prestigious annual advertising award show. The hallmark award recognizes JWT India for “Lead India,” a campaign developed for the *Times of India*.

"This win is an outstanding achievement for JWT India," said Bob Jeffrey, JWT Chairman and CEO. "The *Times of India* 'Lead India' campaign is ground-breaking in the way that it enabled an entire democracy to act and engage with India's future. This Grand Prix, the first for India ever, is living proof of the power of advertising and JWT's strength in both the medium and the message across India."

JWT India partnered with the *Times of India* for the inspirational campaign, which serves as a clarion call to be the change that we expect in Indian society. The “Lead India” initiative, featuring JWT-designed print, television, radio and direct advertisements, has attracted over 37,000 entries, 1.3 million unique Web site visits, 862,000 YouTube downloads and 3 million SMS responses from citizens willing to change India.

The win endorses JWT India’s commitment to achieving a higher standard of creative advertising among the global industry. Agnello Dias led JWT India’s team and was the architect of the campaign’s creative vision.

"This is a truly special award as it represents an historic milestone for the advertising industry, signifying a coming-of-age for Indian advertising on the world stage," said Colvyn Harris, CEO of JWT India.

The Cannes Lions International Advertising Festival is the largest gathering of worldwide advertising professionals and advertisers, as well as the most prestigious annual advertising awards. Each year, over 10,000 visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media mix, and over 25,000 ads from all over the world are showcased and judged at the Festival.

About JWT

JWT is the world’s best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 85 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge – from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

-- MORE--

JWT's pioneering spirit enables the agency to forge deep relationships with their clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, J&J, Kellogg's, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

###

Contact: Alyson Valpone | Department of Communications | 212.210.7825