



JWT MEXICO DETERMINED TO ENGAGE IN THE CONQUEST OF NEW CLIENTS

MEXICO, DF, April 16, 2009—JWT Mexico’s mission consists of taking brand names to consumers to make sure they spend more time with them, particularly in light of the current unprecedented worldwide crisis that has affected all industries and business sectors across the globe. Since this mission is more relevant now than ever, the Agency has decided to dedicate special efforts toward conveying it to prospective clients that can benefit from its communication plans. The company recently appointed Tomás Saíz to the position of New Business Director, charged with this important task.

“This is a time in which we need to make sure our organic business continues to grow more than ever before, by working hand-in-hand with our current clients and bringing in new brands that will allow the Agency to consolidate its reputation and create momentum for JWT Mexico. We intend to take on new creative and strategic challenges and offer attractive and efficient communication solutions for our clients who already trust us, and those brands that want to work with the great JWT network. This is the reason behind the design of the plan we intend to implement to attract New Business under the Division’s new director, Tomás Saíz,” says José Luis Betancourt, president of JWT Mexico.

He added that Tomás is a knowledgeable director with a great record of accomplishment in international marketing and business management and has contributed to the Agency’s results as a key figure that has helped JWT Mexico ensure quality, consistency, a sound reputation and important returns for very important brands. “We are sure that Tomas’ work as an agency-client liaison will represent a significant contribution to the brands we currently serve and those that decide to approach us and listen to our proposals, which are based on our current socioeconomic reality and offer successful short and long-term solutions,” Betancourt said.

“As head of this New Business position, I am now in charge of offering proposals based on the comprehensive structure of our different business units and divisions, and help brands stay their course during this crisis. We also help them maintain their ongoing dialogue with their consumers in an effort to promote trust, encourage loyalty, reduce insecurity levels and stimulate short- and long-term consumption,” said Tomás.

About Tomás Saiz

Tomás is a seasoned marketing and advertising executive who has a degree in Communication Sciences, a diploma in Marketing, and experience working for world-famous brands such as McDonald’s, Leo Burnett, McCann-Erickson and Crea Promotion. He is now head of the New Business Division at JWT Mexico, based on his great record of accomplishment in international marketing and business management. He played a key role in helping McDonald’s Latin America ensure its levels of quality and consistency, a sound reputation and important returns on its investment over the last few years.

He was instrumental in helping brands such as McDonald’s and Burger King incorporate new and successful marketing initiatives, such as digital programs, sales and other types of executions. Tomás also conceived promotional programs for the Federation of International Football Associations (FIFA), and its World Soccer Championships, the International Olympic Committee and the Olympic Games, Disney, Mattel, Hasbro and other strategic partners during his tenure at McDonald’s and its agencies.

He brings a wide-range of customer relations experience with him, based on his past performance as a senior sales and marketing executive. Tomás played a key role in developing effective sales and marketing tools that 16 countries in Latin America implemented, which included Promotions Planning,

Marketing Calendar Planning, Development of Promotional Games, Sales, Licensee Relations, and Franchisees, among other tools.

He had lived in Chicago and Miami for a 10-year period between 1998 and 2008, when he had the opportunity to expand his knowledge base and shape his professional career. He recently returned to Mexico to join the JWT team, where he also manages the international HSBC bank account for Latin America.

About JWT México

JWT Mexico opened its doors in 1944, as an advertising pioneer in Mexico. It is the fourth-largest advertising network in the world. Its parent company is WPP (NASDAQ: WPPGY). The Agency provides all types of communication services, which have enabled it to forge important client relations and maintain a 61-year working relationship with five of its clients around the world. Its history is backed by the important contributions made by the Agency's head office, which are now known as milestones in the world of advertising, and its recent local history, including innovative contributions that focused on comprehensive communication plans. JWT's priceless legacy of excellence in brand development dates back to 1864, making it one of the oldest brand agencies in the world. JWT pioneered the first national panel on consumer research in 1939, and created the first lifestyle research in consumers' lives titled "Life Stages" in 1988. We believe in being anthropologists first, advertising people second.

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