



JWT Promotes Marian Salzman to EVP, Chief Marketing Officer

Leading Global Strategist to Oversee JWT's Business Development, Corporate Intelligence, Communications Efforts

New York –February 8, 2005 – Bob Jeffrey, Worldwide CEO and Chairman of JWT, the largest advertising agency in the U.S. and fourth largest in the world, announced today that Marian Salzman has been promoted to Executive Vice President, Chief Marketing Officer.

In the role, Salzman, who joined JWT last April as Executive Vice President, Director of Strategic Content, will lead the company's global business development efforts. She is also charged with raising the profile of JWT's brand, people, product, and service mix among employees, stakeholders, existing and prospective clients, and the press.

Additionally, Salzman will continue holding the responsibilities of her previous position: overseeing all of JWT's public relations resources to ensure cohesive and strategic internal and external communications about the agency on global, regional, and local levels, and spearheading the development and dissemination of consumer insights, trend reports, and other thought leadership pieces.

"In the time that Marian has been at JWT, she has proven highly adept at juggling everything from corporate communications to thought leadership to knowledge management to business development. She is reliable, forward-thinking, and dedicated to the promotion and growth of JWT," said Jeffrey. "I have every confidence that Marian will drive smart, strategic long-term business growth for our company."

Salzman, 45, is one of the world's leading futurists and strategists, who has made name for herself within the marketing communications industry. An author or co-author of 13 books on topics ranging from current affairs to the youth market, including *Next* and *The Future of Men*, Salzman has identified and/or taken public such concepts as "metrosexuality," "singletons," and "globesity."

Prior to joining JWT, Salzman spent nearly four years at Euro RSCG Worldwide, where she rose from Global Strategy Director to Executive Vice President, Chief Strategy Officer. She launched the agency's S.T.A.R. (Strategic Trendspotting and Research) initiative. Prior to that, from 1997-2000, Salzman headed up the Intelligence Factory, Young & Rubicam's global think tank and trend-forecasting company that she co-founded. From 1994-1997, Salzman worked at TBWA Worldwide, where among other accomplishments, she created and managed the Amsterdam-based futurology and consumer-insights lab with strategic planning oversight for Europe, the Middle East, Africa, and Asia. She joined TBWA predecessor Chiat\Day in 1992, when Jay Chiat became the lead investor in her then 2-year-old youth marketing consultancy. With Jay

Chiat in the early 1990s, she created American Dialogue, the first market research facility in cyberspace that was later renamed Cyberdialogue.

Salzman is an honors graduate of Brown University, studied at Harvard University's Graduate School of Arts and Sciences, and has been named to *Crain's New York Business* "40 Under 40" (1995), *New York Magazine's* "Cyber 60" (1995), and by VNU as one of the top five futurists in the world (2004).

About JWT

JWT, which celebrates its 142nd anniversary this year, ranks as the largest advertising agency brand in the United States and as the fourth largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY).