



JWT Worldwide and HuffingtonPost.com Announce Exclusive Partnership to Present a New Model for Online Social Advertising

NEW YORK – June 19, 2006 – JWT Worldwide, the largest advertising agency in the United States, and HuffingtonPost.com, one of the fastest growing Web sites, today announced an exclusive partnership to create a first-of-its-kind social advertising model for commercials powered by a blogging platform.

From Saturday, June 17 – Saturday, June 24, JWT and HuffingtonPost.com will partner to present creative video ads designed to be easily forwarded via email, IM or external links. JWT will be the front page advertiser on HuffingtonPost.com for this week-long campaign which will feature eight television spots from around the world created by the agency. The commercials—which include Ford, JetBlue, HSBC, Levi's, The Partnership for a Drug Free America, Scruffs, and Billy Collins—will cycle throughout the week on the Web site's homepage and daily email, and will lead to a special page allowing all videos to be viewed in one place. Each commercial was jointly chosen by JWT and HuffingtonPost.com based on its quality and potential to be forwarded on a viral level.

“JWT is incredibly proud of these commercials and through this new model we are making a significant investment in our interactive strategy,” said Bob Jeffrey, JWT Worldwide Chairman and CEO. “We chose to partner with HuffingtonPost.com because of their hugely influential audience and devoted readership. Together we hope to further blur the lines between traditional advertising and new media.”

The partnership marks an evolution in the way ads can be shared, accessed, experienced and complement existing content. Each link will stay active long after the commercial is taken down resulting in life beyond the paid media buy and wider overall audience.

“Since the Internet gives consumers choice, we know people will only watch a video that is worth their attention and will only share content with a friend if it is truly entertaining,” said Sarah Bernard, HuffingtonPost.com General Manager. “This changes how metrics are measured because in addition to looking at impressions; we can now look at what is shared and what is linked, and learn which ads work and which don't. We think that this model of social advertising can show that commercials and content can exist together and compliment each other in the same space.”

For the partnership, a custom video player was designed by HuffingtonPost.com using the “vidavee” technology platform. The full series of JWT commercials can be found on <http://www.huffingtonpost.com> starting Saturday, June 17.

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).

About The HuffingtonPost.com

Since HuffingtonPost.com's inception just over one year ago, it has grown into one of the top ten most linked to blogs on the internet and reaches over 2 million unique visitors per month. The site combines breaking news, media commentary and an innovative group blog with more than 700 contributors from the worlds of politics, entertainment and media. Earlier this month, HuffingtonPost.com launched its newest feature called "Eat the Press," a snapshot of media news, commentary, analysis and chatter.

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