



JWT President Michael Maedel Moves to Singapore Toby Hoare to Assume Responsibility for Europe

NEW YORK—September 18, 2006—JWT President Michael Maedel announced today that he will relocate from London to Singapore. The move, to be completed by mid-October, underscores JWT's drive to capitalize on the unprecedented opportunities developing in the Asian market.

"We really didn't ask ourselves, 'Should we do this?'" says Maedel. "Instead we said, 'What are we waiting for?' After all, it is our fastest-growing region by far. And given what is going on in Asia, our clients and our agency must be represented at the highest possible level to take advantage of the opportunities."

Maedel cites the emerging economies of Asia, home to more than half of the world's population, and the significant level of exports from Asia to the West. Additionally, he notes that World Trade Organization agreements are stimulating development in new markets such as Vietnam and that the region accounts for a rapidly growing portion of global advertising and marketing spending.

In addition to partnering with multinational companies in the region, Maedel sees enormous opportunity to work with emerging brands throughout Asia. "Kingfisher in India and Haier and Lenovo in China already play on the big stage," says Maedel. "And there will be many, many more to come as these homegrown companies employ global branding to expand their offerings."

Toby Hoare, executive chairman of JWT UK and a member of its worldwide executive committee, will assume increased responsibility for JWT in Europe on January 1, 2007. Hoare assumed his current post in November 2005 after spending the previous two years as CEO of TeamHSBC at JWT's parent company, WPP Group. Hoare currently oversees JWT London, CheethamBell JWT in Manchester, RMG Connect in the U.K., Everystone and DDFH&B Group in Ireland. As of the New Year, Ron Vrijmoet, who heads up Continental Europe, will report to Toby Hoare.

At TeamHSBC, Hoare harnessed talent across 31 WPP agencies to launch a provocative and engaging multilayered global campaign; he continues to play a key

leadership role on the global account. Hoare joined WPP in 2004 following the holding company's 2003 acquisition of Cordiant Communications Group, where he was CEO of Bates Group in EMEA and, prior to that, chairman of Bates UK. He joined Bates in 1999 after 14 years at Young & Rubicam.

A Rare Move

While other agencies have hired or relocated senior executives to stimulate and manage opportunity in Asia, no other JWT-class firm has sent its president to oversee the region. The move is in line with JWT's longtime commitment to Asia: It has had a presence in the region for 75 years and currently ranks among the top three agencies in most Asian markets. JWT Shanghai and JWT Mumbai are among WPP's top 15 most creative offices.

JWT's Agenda

Maedel is planning several initiatives designed to invigorate and expand JWT's Asian presence:

Acquisitions The short-term emphasis will be on acquisitions in China, India, Vietnam and Indonesia, and talks are already under way in these markets. Further, Maedel intends to leverage JWT's already established presence and experience in Thailand, Japan and Korea.

Expanded Integrated Offering A fully integrated multidisciplinary offering is now being mandated in every Asian market in which JWT does business, with the agency strengthening its capabilities in sampling and field marketing, public relations, online/interactive marketing, new media and CRM. RMG Connect, a JWT joint venture, is tackling the CRM function, which is largely undeveloped and hotly anticipated in Asia. Maedel will be involved in opening and growing RMG Connect offices throughout Asia. "Our philosophy is to build a 'confederacy of experts' rather than a monolithic, one-stop 'shopping mall,' which often proves to be largely ineffective," says Maedel. In China, for example, these disciplines are being organized into a newly formed JWT Group. Other markets, such as Thailand, have been growing capabilities organically to meet client needs.

Growth Culture JWT will manage client growth opportunities by establishing a business development SWAT team for Asia and increasing training in regional offices.

Regional Planning Function Maedel will establish a center of thought leadership for the region, building on JWT's commitment to anthropology first. New proprietary planning tools for Asia will be rolled out in 2007. As Asian markets develop with growing influence from multinational companies, a regional (if not global) consumer is emerging—and while consumer behavior and motivation vary from country to country, JWT believes there is enough synergy and consistency across the region to warrant a powerful planning capability.

Client Development Maedel's presence in Asia represents a unique opportunity to strengthen client relations at the highest touch points. Maedel will be particularly involved with Kellogg's, Nestle, Ford in APAC and Unilever in APAC. He also will be heavily involved with local client brands seeking to break into the global arena.

Maedel joined JWT in 1990 as chairman and CEO of JWT Germany, based in Frankfurt, and in 1993 also took on the role of area director for Central and Eastern Europe. He was promoted to president of Europe, Middle East and Africa in 1997 and was named JWT Worldwide president seven years later. Maedel is a member of the board of JWT, New York, and a member of the office of the chief executive. Before joining JWT, Maedel worked for Young & Rubicam for 13 years.

About JWT

JWT, which celebrated its 142nd anniversary this year, ranks as the fourth largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY). Some of JWT Asia's key clients include Ford, Unilever, Kellogg's, Lenovo, HSBC, China Unicom, Nestle, Kraft and the Diamond Trading Company.

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