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JWT PAKISTAN AWARDED PEPSI ACCOUNT

Integrated effort to break in second half

Karachi, Pakistan, April 6, 2007 — PepsiCo Pakistan awarded JWT Pakistan its account following a competitive pitch against the incumbent agency, Interflow Communications, an affiliate of Ogilvy & Mather.

The new Pepsi assignment includes traditional advertising, interactive and below-the-line offerings.

“We are truly thrilled to add PepsiCo Pakistan to our roster,” said JWT Pakistan president Karim Rammal. “We look forward to the challenges that come with handling one of the world’s most premier and dynamic global brands.”

The assignment is effective immediately. The new work is expected to break throughout Pakistan during the second half of 2007.

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About JWT:

JWT 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). JWT’s heritage of brand-building excellence extends back to 1864, making us the world’s oldest advertising agency brand. In 1939, JWT pioneered the first national consumer research panel. In 1988, we created the first research study of consumer lifestyles, “Life Stages.” We believe in being anthropologists first, advertising people second.

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