



For Immediate Release

JWT WINS ‘NETWORK AGENCY OF THE YEAR’ ADFEST Honors JWT Asia Pacific

SINGAPORE, April 1, 2008—JWT, the fourth largest advertising agency in the world, announced its Asia Pacific region has won “Network Agency of the Year” at the 11th annual Asia Pacific Advertising Festival (ADFEST), an event celebrating creativity in the Asia Pacific region.

JWT was honored at the awards gala dinner on March 29 in Pattaya, Thailand. The competition was tough as this year’s ADFEST saw its largest event yet with a total of 5,148 entries submitted over 10 categories. JWT, representing work in each category, collected one “Best of Show” award, seven Golds, 11 Silvers, 12 Bronzes and 18 Finalists.

“We are incredibly proud of the whole network,” says Bob Jeffrey, JWT chairman and CEO. “This win solidifies Asia Pacific’s ability to deliver on its potential of building successful brands that connect with today’s consumers.”

A breakdown of the JWT regional offices that contributed to the overall tally of medals include:

- Bangkok: 2 Bronzes
- Delhi: 1 Bronze
- Hong Kong: 1 Silver, 1 Bronze and 2 Finalists
- Jakarta: 2 Silvers, 1 Bronze and 2 Finalists. One Finalist was awarded in the INNOVA category, which is akin to a Cannes Titanium.
- Kuala Lumpur: 1 “Best of Show” (print), 2 Golds, 2 Silvers and 3 Finalists
- Manila: 1 Gold, 2 Silvers and 1 Bronze
- Mumbai: 1 Finalist
- Singapore: 5 Golds, 5 Silvers, 4 Bronzes and 7 Finalists
- Sydney: 1 Bronze
- Taipei: 1 Finalist
- Tokyo: 1 Finalist in the integrated category, 360
- Contract Mumbai: 1 Bronze and 1 Finalist
- Contract New Delhi: 1 Silver

“ADFEST is one of the toughest regional award shows,” agree GuanHin Tay regional creative director, JWT Southeast Asia and SheungYan Lo, regional executive creative director, JWT North Asia. “To be able to win by such a huge margin shows that we have the breadth and depth of talent to satisfy and impress clients across the region.”

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About JWT: JWT ranks as the largest advertising agency brand in the United States and 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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