



For Immediate Release

AMERICANS ARE ROMANTIC OPTIMISTS IN DIGITAL AGE

JWT Survey Reveals that Americans are More Hopeful Than Other Cultures about Finding “The One”

NEW YORK, August 11, 2008—Americans are widely optimistic about love in the modern era, according to a survey released today by JWT, the largest advertising agency in the U.S. and the fourth largest in the world. Compared with other cultures surveyed, Americans are more hopeful about finding “the one”—57 percent are optimistic vs. 51 percent in the U.K., 47 percent in China and 42 percent in France.

The random online study, which JWT conducted in late January, surveyed 1,008 French consumers, 1,013 Americans, 1,093 Britons and 969 Chinese to determine the impact of the digital age on love, relationships, dating, sex and social mores. The quantitative analysis, *Love & Lust in the Digital Age*, covers topics such as infidelity, true love, online flirting and “text sex.”

Findings from the study include:

- As many as 71 percent of Americans are optimistic about having a loving relationship with their partner, compared with 63 percent in the U.K., 59 percent in China and 57 percent in France.
- A majority of Americans (67 percent) believe there is at least one perfect partner in the world for everyone.
- For a significant percentage of American men, the Internet has become a key source of sexual inspiration and education: close to half say they have found useful information on sex and relationships online (vs. 32 percent of women).
- For some American men, the Internet offers a more fulfilling sex life than the real world: 17 percent say they are more sexually active online than offline (vs. 5 percent of women), and 9 percent look forward to sex online more than sex in the bedroom (vs. 2 percent of women).

“With the expanding influence of the Internet over virtually every aspect of society, it’s no surprise that technology is transforming even the most intimate areas of our lives,” says Ann Mack, director of trendspotting at JWT. “Since the Internet makes it far easier to connect with people, especially specific types, it’s fueling our hopes and expectations for love and lust. It’s also driving a trend toward starting fresh—leaving lackluster relationships in hopes of finding something better.”

About JWT

JWT is the world’s best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 85 countries employing nearly 10,000 marketing professionals.

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JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg's, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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