



For Immediate Release

“THE ‘SEX AND THE CITY’ EFFECT” TRENDLETTER EXPLORES SERIES’ LASTING IMPACT

NEW YORK, May 6, 2008— Drove of fans are counting down to the May 30 release of *Sex and the City: The Movie*, and in the spirit of this pop culture event, JWT, the largest advertising agency in the U.S. and the fourth largest in the world, has updated its trendletter “The *Sex and the City* Effect.”

While the final episode of the hit HBO show aired more than four years ago, the series continues to resonate with women everywhere, and the upcoming film has been dubbed “the Super Bowl for women.” “The *Sex and the City* Effect” explores why the series became such an international hit, its impact on society and the implications for brands.

“Just look at today’s healthy market for Brazilian bikini waxes, Manolo Blahniks and other indulgences, all fueled by the disposable income of singletons,” says Ann Mack, director of Trendspotting at JWT. “There’s no doubt that *Sex and the City* helped these luxuries become more commonplace among the mainstream.”

Topics covered include:

- The cultural impact of the series, which challenged outdated stereotypes of the “singleton” woman and broke taboos.
- Insights from 20-, 30- and 40- somethings around the world on sex and being single.
- The lessons advertisers and marketers can still learn from the show, its characters and its audience.

“Carrie, Samantha, Charlotte and Miranda are a reflection of the women who belong to this fiercely independent, in-control, empowered segment,” says Mack. “This society of individuals is staying single longer and, arguably, growing more affluent by the year. With their discerning and demanding consumption patterns, they have long-term, lucrative potential for marketers.”

“The *Sex and the City* Effect” is available at JWTIntelligence.com, along with trendletters on topics including trends for 2008, Dubai, globalization, mobility and “The New Antisocial.”

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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