

*For Immediate Release*



## **JWT TO VOLUNTEER SERVICES FOR BOB WOODRUFF FAMILY FOUNDATION**

### **Will Support Group That Helps Injured Service Members and Their Families**

**NEW YORK**, March 3, 2008—JWT, the largest advertising agency in the U.S. and the fourth largest in the world, announced today that it will volunteer its broad marketing expertise to support the Bob Woodruff Family Foundation (BWFF), a nonprofit organization that raises awareness of the devastation caused by the “hidden injuries of war”, traumatic brain injury (TBI) and combat stress.

Bob Woodruff, an ABC News anchor, was nearly killed in a roadside bomb attack while reporting from Iraq in January 2006. The Woodruff Family launched BWFF to help service members, veterans and their families as they navigate their road to recovery and reintegration back into their local communities.

“JWT has a long history of working with the U.S. Marine Corps, and we’re honored to rally behind the BWFF,” says JWT chairman and CEO Bob Jeffrey. “This is a chance to use our resources for the greater good and to give back to those brave men and women who sacrifice everything in the line of duty.”

JWT has handled the U.S. Marine Corps account since 1946; founder James Walter Thompson was a Marine Corps veteran.

“No one disagrees that we should support our troops, irrespective of one's stance on the war,” says Rob Quish, CEO of JWT Specialized Communications. “Bob and Lee's foundation gives people a direct way to make a huge impact on the lives of those facing real challenges as they come home. We'll help to spread knowledge about these 'invisible' injuries and ask for big donations and big help in assisting these injured warriors as they rehabilitate and reintegrate into society.”

JWT’s promotional efforts will be led by the New York headquarters and the Atlanta office, which handles the U.S. Marine Corps account.

“Working with JWT allows us to expand our reach and spread our message about the injuries sustained by our service members, and the trauma that so many families with loved ones returning from Iraq are enduring,” notes Dave Woodruff, Chairman of the Bob Woodruff Family Foundation and Bobs’ brother. “As we continue to expand our efforts, we are happy to have JWT further promoting this cause.”

Adds Lee Woodruff, “We are excited about having the power of JWT behind our public awareness campaign. The agency will be instrumental in helping us raise awareness of TBI and combat stress, which affect so many of our brave service members.”

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**About the Bob Woodruff Foundation**

The Bob Woodruff Family Foundation assists service members injured while serving in the United States Armed Forces. Special emphasis is placed on the "hidden signature injuries" of the wars in Iraq and Afghanistan: traumatic brain injury (TBI) and combat stress injuries including post-traumatic stress disorder (PTSD). The Foundation works with private industry and government to develop public awareness and promote excellence in research, education, prevention, diagnosis, treatment, support and resources for the injured and their families as they reintegrate to duty or civilian life.

**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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