



For Immediate Release

GOLD MEDAL MARKETING: SALUTING BEIJING!

JWT Leads Industry with Olympic Wins

NEW YORK, November 14, 2007—JWT, the largest advertising agency in the U.S. and the fourth largest in the world, announced today that five Chinese companies have awarded the agency Olympic communications for the 2008 Beijing Summer Games. They include Lenovo Group Ltd., Yili Industrial Group, China Unicom, ANTA Sports Products Ltd. and Lilang.

“We are extremely fortunate to be working with some of China’s top brands in their efforts to harness the power of the Olympics,” said Tom Doctoroff, CEO of JWT Greater China and Northeast Asia area director. “The variety of companies gives us a rare opportunity to dimensionalize what the Games mean to the Chinese people, while at the same time fusing the spirit of the Olympics with very different products.”

JWT China will guide Olympics projects for:

- Lenovo Group Ltd., the world’s fourth largest personal computer manufacturer and the only top Olympic partner from China, for whom JWT will develop the campaign idea to unify all of the company’s Olympic communications.
- Yili Industrial Group, the official sponsor of dairy products for the Beijing Olympics and the number one dairy brand in China.
- China Unicom, a high-tech brand and an official sponsor.
- ANTA Sports Products Ltd., the top-selling sports apparel brand in China. ANTA is not an official sponsor of the Games but sponsors up-and-coming athletes.
- Lilang, a men’s wear clothing company. Lilang is also not an official sponsor of the Beijing Olympics.

Lenovo Group Ltd., Yili Industrial Group and ANTA Sports Products Ltd. were current clients of JWT when the assignments were won, and the former two projects were won by review. The Lenovo Group is also the designer of the 2008 Olympic Torch and a Worldwide Partner of the Olympic Torch Relay. The company has nominated Doctoroff as a Lenovo torch bearer.

“With the 2008 Olympics quickly approaching, many more of our clients are beginning to recognize this as an opportunity to expand their business and build their brand in one

of the fastest-growing markets in the world,” says Oliver Xu, general manager of JWT Beijing.

JWT is the largest and oldest advertising agency in China. Doctoroff, based in Shanghai, is the pre-eminent industry leader in advertising and marketing to the Chinese consumer. The author of *Billions: Selling to the New Chinese Consumer* (Palgrave Macmillan, 2005), Doctoroff has more than 13 years’ experience working in Greater China.

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.

###

Contact: Alyson Valpone / Department of Communications / 212.210.7825