

**WPP plc**

**Scrip dividend alternative in respect of the second interim dividend for 2010**

**Scrip reference share price**

WPP plc (the **Company**) announces that the scrip reference share price for the second interim dividend for the year ended 31 December 2010 is 732.3 pence per share.

The scrip reference share price is equal to the average middle market quotation for a fully paid ordinary share of the Company, as shown in the London Stock Exchange Daily Official List, for the period 2 June to 8 June 2011, being the five dealing days following the day on which the Company's shares were first quoted "ex" the second interim dividend.

For share owners wishing to elect to join the Company's Scrip Dividend Scheme in order to be eligible to receive new shares in respect of the second interim dividend, the remaining timetable is as follows:

Last time and date for receipt of Scrip Dividend Mandate Forms/CREST Dividend Election Input Messages	5.00 p.m. on 17 June 2011
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Last time and date for receipt of all necessary documentation in order to avoid Irish dividend withholding tax being imposed in respect of the scrip dividend	5.00 p.m. on 17 June 2011
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Dividend payment date	4 July 2011
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Expected date of admission and first day of dealings in new shares on the London Stock Exchange	4 July 2011
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Full details of the Company's Scrip Dividend Scheme, including certain important information in relation to Irish dividend withholding tax and claiming an exemption therefrom, are contained in the circular dated 19 April 2011 which was sent to share owners together with the Company's Annual Report and Accounts for the year ended 31 December 2010. A copy of the circular is also available to view on WPP's website [www.wpp.com](http://www.wpp.com).