

Enterprise IG Expands into Ireland with the Acquisition of The Identity Business 31 July 2001

Enterprise IG, the world's largest brand and identity consultancy, and a WPP company, announces that it has acquired The Identity Business Limited, Ireland's leading brand and identity consultancy. The Identity Business becomes the 21st office of the expanding Enterprise IG network.

The Identity Business was founded by Jim Dunne and Peter Kruseman 10 years ago. Employing 28 people in its office in Dublin, The Identity Business has advised on most of Ireland's leading brands and was responsible for the eircom rebranding two years ago. Clients include An Post, Eircell-Vodafone, CERT, REACH, CIE, Golden Pages, Fineos and Baileys amongst others. The company had revenues of Punts 1.87 million in 2000.

The current directors and managers will remain in place and continue to manage the business. Sam Sampson, Chairman of Enterprise IG and The Brand Union and Dave Allen, Joint CEO of Enterprise IG and CEO of The Brand Union, have joined The Identity Business Board.

The Identity Business will change its name to Enterprise IG in the near future.

Sam Sampson, Chairman of Enterprise IG, says, "We are delighted that The Identity Business is joining Enterprise IG. With great strengths as highly professional identity specialists, The Identity Business will be a wonderful addition to our global network. Enterprise IG will benefit tremendously from Jim Dunne and Peter Kruseman bringing their expertise and that of their talented team."

Jim Dunne, Principal, The Identity Business, says, "Becoming a member of Enterprise IG means Irish based businesses have a local partner with international expertise and reach. As part of Enterprise IG we will be able to work on international brands within multi-cultural teams in a truly global setting."

Peter Kruseman, Principal, The Identity Business, says, "This is the next obvious phase in our development and consolidates our pre-eminent position in Ireland and opens up international opportunities for our business and people."