

**Mike Amour Appointed as Grey Global Group Chairman & CEO, Asia Pacific  
3 November 2004**

Mike Amour has been appointed Chairman and CEO, Grey Global Group Asia Pacific. Edward H. Meyer, Chairman, President and Chief Executive Officer of Grey Global Group made the announcement today. Mike will be based in Grey Global Group's Singapore office, and will report directly to Mr. Meyer.

Mike joined Grey Global Group in March 2003 to work on network clients. Previously Mike was EVP/Business Development Director at TBWA Worldwide in New York, and Managing Director of TBWA Europe based in Paris. He served as International Director of Wieden + Kennedy in Portland on the global Nike business from 1995-1997.

Before that he spent 10 years at McCann Erickson Worldwide based in London, New York and Tokyo, working on key clients including Coca-Cola, American Express, Nestle, Johnson & Johnson, Gucci, UPS and L'Oréal, and laterally serving as EVP/Chief Operating Officer in Japan.

Mr. Meyer commented: "Mike is a true globalist. He has lived in the world's major markets working on a wide range of top global brands, and with premier creative and international agencies. Combined with Grey's commitment to Asia Pacific, this makes him ideal to lead our growth in this key region."

Mike will take on his new role in January 2005, succeeding Jonathan Fox who has been interim regional director for Grey Global Asia Pacific since the beginning of this year, and who had previously held the post from 1997 to 2000.