

WPP's GroupM Announces Acquisition of M80
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WPP's GroupM today announced the acquisition of Los Angeles-based M80, a leading online word-of-mouth marketing company.

M80 was established in 1998 to manage the transmission of word-of-mouth communications on-line through community activation and viral marketing. M80 identifies, empowers and activates word-of-mouth among online influencers and opinion leaders, harnessing the power of devotees to promote products and spread enthusiasm to exponentially increase a brand's fan base. Their clients include Microsoft, SegaAmerica, Universal Music Group, Twentieth Century Fox and the NBA.

"Our acquisition of M80 reflects our commitment to the value of peer to peer communication in marketing," said Rob Norman, CEO GroupM Interaction. "Word of mouth at internet speed and user generated content are of increasing importance and M80 are already engaged with many of our clients and delivering huge value."

"GroupM is the world's leading media communications investment company and its networks are second to none," said M80 founder and CEO Dave Neupert. "Our methodology will complement GroupM's integrated multi-platform communications programs across a number of categories and drive growth for both parties."