

**Hill and Knowlton Acquires Environmental PR Firm in Italy**  
**22 November 2000**

WPP's wholly owned operating company, Hill and Knowlton ("H&K"), the public relations and public affairs firm, has acquired the entire issued share capital of Gaia srl, the public relations and public affairs agency that is Italy's leading environmental communications specialist.

The Rome-based company, which has been re-named Hill and Knowlton – Gaia, had revenues of 2,526 million lira in the calendar year 1999 and net assets of 252 million lira as at 31 December 1999.

With the acquisition, Hill and Knowlton becomes Italy's largest public relations consultancy in the country.

The acquisition of Gaia continues WPP's strategy of establishing a leadership position in the fast-growing sectors in communications services.