

**Kantar Media Research acquires JFC Informatique et Media SA in France
11 September 2001**

WPP announces that its wholly-owned operating division, Kantar Media Research ("KMR") - the specialist media research business of Millward Brown, and part of Kantar, WPP's worldwide information and consultancy business - has acquired 75% of the issued share capital of JFC Informatique et Media SA ("JFC"), a leading media software provider to the French and other European markets.

JFC specialises in the provision of audience analysis systems for the print, television and radio industries. In addition the company provides radio audience analysis systems in a number of other European countries. The agency had revenues of Euro 1.8 million for the year ended December 31 2000 and net assets of Euro 0.3 million at that date.

This acquisition further strengthens KMR's software offering and global media research network which now consists of TV Audience Measurement Services in 27 countries, TGI Surveys in 37 countries and specialised custom research services in these and other markets.