

**Kantar Media Research Acquires Research Agency, Mediafax, in Puerto Rico.
7 September 2001**

WPP announces that its wholly-owned operating division, Kantar Media Research, the specialist media research business of Millward Brown, has acquired 100% of the issued share capital of Mediafax, Inc. ("Mediafax"), the leading marketing research agency in Puerto Rico.

Mediafax, which employs 72 people, provides Television Audience Measurement, Competitive Media Advertising Expenditure Reporting and Custom Survey Research Services. Mediafax Television Audience Measurements are an electronic peplemeter-based service, audited annually and accredited by the US-based Media Research Council. The agency had revenues of US \$4.6 million for the year ended December 31 2000 and net assets of US \$0.7 million at that date.

The acquisition of Mediafax reinforces KMR's and Millward Brown's ability to provide clients with integrated research techniques and continues WPP's strategy of strengthening its networks in important growth sectors and markets. WPP is now directly or indirectly involved with television audience measurement in 27 countries.