

WPP's Kantar Group Acquires Cannondale Associates, a Leading U.S. Sales and Marketing Consultancy
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The Kantar Group, WPP's information, insight and consultancy division, has acquired Cannondale Associates, a leading U.S. sales and marketing consulting and software solutions firm with offices in Wilton, CT, and Evanston, IL.

Founded in 1992, Cannondale is focused on improving the return on investment from trade marketing activities while building brand equity for leading consumer packaged-goods manufacturers and retailers. The company provides strategic consulting services in areas such as category management, trade promotion, channel development and frequent-shopper data analysis, as well as offering proprietary software solutions and industry benchmark research to augment these consulting services. Cannondale's clients are primarily blue-chip consumer packaged goods manufacturers and retailers, although the firm is increasingly servicing financial service institutions, pharmaceutical firms and soft goods manufacturers. A rapidly growing part of its expertise and client base is in the foodservice industry, as current retail disciplines extend into that universe.

All senior Cannondale management, including Jack Ryder, John Carlson, Paul Crnkovich, Ken Harris, Bob Hilarides, Sven Risom and Don Stuart will remain in their current positions with company.

"This new relationship with Kantar and WPP provides a number of important strategic benefits for Cannondale and our clients," said Cannondale CEO Jack Ryder. "It will afford access to the resources of a large firm and the opportunity for collaboration with other Kantar companies, enabling us to provide more comprehensive marketing solutions for our clients. Taking advantage of these assets will enable us to further advance leading-edge capabilities such as ShopperGenetics®, our frequent-shopper data analytics practice, as well as our leading software solutions such as RichMix™ and PriceRite™, to drive competitive advantage for clients. In addition, Kantar's global presence provides Cannondale an immediate platform for expanding our PoweRanking® research globally and our CPG capabilities and tools to our current clients' international business."

Said Kantar CEO Eric Salama, "I'm absolutely thrilled that the Cannondale team is joining us. They are some of the most talented people operating in their field and we're excited about the possibilities of working together. Channel and trade issues are a key area of focus and growth for us and Cannondale will be an essential component of that offer. Together with Glendinning, Management Ventures as well as capabilities elsewhere within Kantar and WPP, we now have some of the deepest retail experience and talent available."