

**Bruno Kemoun and Eryck Rebbouh Launch New European Media Network, KR Media
- WPP to take a minority stake
14 June 2004**

Former Aegis Media Europe chief executives, Bruno Kemoun and Eryck Rebbouh are to set up their own media network in Europe. Launched in September from Paris, the new network, called KR Media, will be backed by WPP, the world's second largest communications services group, which is taking a minority stake. The new European network will be independent and will be dedicated to advising advertisers across every aspect of their media investments, from planning the media marketing strategies to the development and implementation of those plans.

Building on their 24 years experience of delivering media campaigns to some of the world's largest companies, Bruno and Eryck aim to offer a highly personal service to clients, providing them with tailor-made and innovative solutions which meet the increasingly complex needs of the modern business. This will mean drawing from the broadest possible platform of communications channels, both traditional media channels and fast-developing digital media channels.

In order to guarantee their future clients a complete international service with immediate access to vital support systems, studies and tools, together with first-rate media buying capability, Bruno Kemoun and Eryck Rebbouh have entered into an agreement with WPP, which will take a minority stake. The key to delivering this ambitious and singular service to clients is the ability to attract and retain top talents. Key executives have already been identified and further recruitment is underway. "KR Media must become a talent magnet for the most creative media professionals who can deliver tailor-made strategies and executions across the multiplicity of communications channels for some of the world's most demanding clients", say Bruno Kemoun and Eryck Rebbouh.

Martin Sorrell, chief executive officer WPP says "We are very excited by the prospect of supporting Bruno and Eryck in their new venture and investing in it. We are certain that given their successful careers and reputations KR Media will be an extremely attractive opportunity for clients and talented people in our industry".