



For immediate release

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Millward Brown acquires leading Argentinean agency ID Consultores

Naperville, IL, USA. 10 November, 2006. Millward Brown, a global leader and recognized authority in brand, communications and media research, has acquired ID Consultores.

One of the top five market research agencies in Argentina, ID Consultores has had a long relationship with Millward Brown, having operated as a licensee since 1995. The company offers a wide range of qualitative and quantitative services for clients throughout Argentina, Uruguay and Paraguay.

Commenting on the acquisition, Fabian Hernandez, CEO of Millward Brown Latin America said: "This acquisition comes after a very successful relationship with ID Consultores which has lasted for over a decade. By having ID Consultores become fully part of Millward Brown, clients will be able to continue benefiting from our innovative solutions, deep knowledge of brands, media and communications and our leading edge thinking on the major issues facing marketers today."

Millward Brown's Argentinean office will be led by the existing head of ID Consultores, Dr Julio Fresno Aparicio, who is the Vice President of the Argentinean Chamber of Market Research Companies.

Commenting on the acquisition, Dr Aparicio said: "After working together so well for so long, I am truly delighted that ID Consultores is now fully part of Millward Brown. The move will give us access to new tools and allow us to continue delivering world class solutions and new thinking to our clients. For our people, it means they now have even greater scope to develop their careers."

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NOTE TO EDITORS

About Millward Brown:

Millward Brown (www.millwardbrown.com), one of the world's top 10 marketing research organisations, is recognised as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques – both qualitative and quantitative – Millward Brown helps clients build strong brands and services. Millward Brown has more than 76 offices in 44 countries and also has several specialised global practices including Millward Brown Optimor (a global unit focused on helping clients maximise the returns on their brand and marketing investments), a Global Media Practice (a global media effectiveness unit), Millward Brown Precis (a global PR measurement practice), Dynamic Logic (an online research firm specialising in measuring advertising and marketing effectiveness), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm.