

**Millward Brown Acquires Qualitative Research Agency, Delfo, in Italy
9 August 2001**

WPP announces that its wholly-owned operating company, Millward Brown, one of the world's leading market research companies, has acquired 100% of the issued capital of Delfo s.r.l. ("Delfo"), one of Italy's best known qualitative research agencies.

Based in Milan, Delfo provides consultancy services based on advanced qualitative research using proven techniques. Clients include Kraft, Lavazza, MTV and L'Oreal. The agency, which is led by Mimma Novelli, a well-known qualitative consultant in the Italian market, had revenues of Euro 2.5 million for the year ended December 31, 2000 and net assets of Euro 0.3 million at that date.

The acquisition of Delfo reinforces 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.