

**Ogilvy & Mather Worldwide Acquires Promotions Company, Maxx Marketing, in Asia
23 February 2001**

WPP announces that its wholly-owned operating company Ogilvy & Mather Asia Pacific, the advertising agency, has acquired 51% of the issued capital of Maxx Marketing Limited ("Maxx"), a promotions marketing company in Asia Pacific employing 35 people.

Founded in 1997 and with offices in Hong Kong, Seoul, Manila, Shanghai, Bangkok and Los Angeles, Maxx creates and fulfils tailor-made promotional campaigns for clients. Clients include Tricon Worldwide (including KFC, Pizza Hut and Taco Bell), Colgate Palmolive, Bristol Myers and Nissho Sangyo Group in Tokyo for whom it works with The Japan Baseball League.

The acquisition of Maxx further strengthens Ogilvy & Mather's comprehensive range of communications services to clients and continues WPP's strategy of expanding its networks in fast-growing sectors and markets.