

**Ogilvy Healthcare and Healthworld Complete Merger to Create Ogilvy Healthworld;
Unique Global Offer Embraced by Two New Business Wins, Galida and Herceptin
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Market leaders Ogilvy Healthcare and Healthworld Communications Group, both WPP companies, today announced the completion of their merger to form Ogilvy Healthworld. This merger coincides with the successful win of two new global brand identity accounts for AstraZeneca and Roche. The newly combined company, Ogilvy Healthworld, provides integrated consumer and professional marketing services in one global healthcare communications network. Ogilvy Healthworld delivers multi-discipline and globally-integrated creative solutions that include Advertising, Clinical Trial Recruitment, Marketing, Medical Education, and Public Relations to clients in more than 30 key markets around the world. "Ogilvy Healthworld can now provide clients around the world with fully integrated 360 degree marketing solutions," noted Shelly Lazarus, Chairman and CEO of Ogilvy & Mather Worldwide. "Under Steve Girgenti's leadership we have created a truly unique offering."

Steven Girgenti, who leads Ogilvy Healthworld as global CEO, said, "Ogilvy Healthworld's unique strategic and creative vision allows a brand challenge to be approached from a 360 degree branding and communications perspective, driving inspired solutions for clients' communication challenges. We are proud to have been appointed by both AstraZeneca and Roche - our aim is not just to generate success for our clients and their brands but to help make the world a healthier place in which to live."

Ogilvy Healthworld has been selected by AstraZeneca to partner with them in the development of a global brand identity for one of their key pipeline products, Galida, which will compete in the Type II Diabetes and Metabolic Syndrome markets. Galida is scheduled for launch in 2007. Ogilvy Healthworld has also been appointed by the global marketing team at Roche to develop and implement brand strategy and marketing communications across the globe (ex-US and Japan) for Herceptin, their targeted breast cancer therapy. Ogilvy Healthworld's client roster includes market leaders, Pfizer, Johnson & Johnson, GlaxoSmithKline, Wyeth, and AstraZeneca.