

**Research International Acquires Research Partners and Strategic Horizons in Australia
17 October 2000**

WPP announces that its wholly-owned operating company, Research International, the world leader in custom market research, has acquired two Australian retail research specialists, Research Partners Pty Ltd, based in Sydney and Strategic Horizons Pty Ltd, based in Melbourne.

Research Partners is a recognised expert in retail behaviour (category management) research. Strategic Horizons offers a similar expertise as well as specialising in sales training programs for consumer goods clients. Both companies, which already work together in a strategic alliance, will become part of Research International Group.

These acquisitions reinforce Research International's ability to provide clients with the latest specialist research expertise and continues WPP's strategy of strengthening existing networks in key geographic markets and growth areas.