

WPP Digital acquires Rockfish Interactive

LONDON--WPP Digital, the digital arm of WPP, has agreed to acquire Rockfish Interactive Corp., one of the most highly acclaimed and fastest growing digital marketing agencies in the United States.

Rockfish, which is based in Rogers, AR, with offices in Little Rock, AR, Dallas and Cincinnati, boasts a client list that includes such major marketers as Walmart, Sam's Club, Cisco, Procter & Gamble, United Health, EA Sports and Tyson Foods. In 2010, *Inc.* magazine included the agency on its list of the 500 fastest-growing companies in the US.

"Rockfish is a fantastic addition to the WPP Digital family," Mark Read, CEO of WPP Digital said. "Kenny Tomlin [CEO, Rockfish] and his team have built a smart company that understands how technology is changing communications and business. Its work demonstrates how it can apply this to drive innovation for clients. We're delighted that under Kenny's leadership we will be continuing to develop the Rockfish brand and helping the team to maintain the rapid growth they have shown since they started in 2006."

"WPP is the most successful and highly awarded holding company in the world," Tomlin said. "The rapid growth of Rockfish into one of the world's foremost digital innovation companies most appropriately aligns with WPP and their vision for our continued success. We believe that our best days are still in front of us and consider this an important next step in the evolution of Rockfish."

Rockfish was founded in 2006 and employs 150 people. It provides clients with strategic consulting, technology, mobile, design and digital marketing services. It was named "Small Agency of the Year" by *Advertising Age* magazine in 2009 and was third on their "Agency A-List" in 2010. *OMMA* magazine, a publication devoted to coverage of online media and marketing, recognized Rockfish as its "Best Web Design and Development" agency of the year in 2010.

This acquisition continues WPP's strategy of investing in fast growing sectors and markets and further strengthens its capabilities in the digital marketing sector. The transaction is subject to regulatory approval and the approval of Rockfish's shareholders.

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About WPP Digital

WPP Digital is the digital investment arm of WPP, the world's leading communications services group, with billings of \$66 billion and revenues of approximately \$15 billion. Its remit is to act as a catalyst for change within the Group in the digital media space. Its prime goal is to champion digital technologies and new media innovations and to stimulate, support and enhance existing Group company activities in this area. Activities include identifying acquisitions/partnerships/investments, funding start-ups, establishing training programs and instigating cross-Group knowledge sharing forums. For further information, please visit www.wpp.com

About Rockfish

Rockfish is a Digital Innovation Partner for brands such as Walmart, Sam's Club, Cisco, and Tyson Foods. Rockfish provides digital solutions for their clients that are meaningful to their customers and measurable to their business. Rockfish has been recognized as the *OMMA* 2010 Agency of the Year for Web Design and Development, ranked third on the 2010 *Ad Age* Agency A-List that recognizes the ten best agencies in the world, and placed in the 2010 *Inc. 500* Fastest Growing Companies. Rockfish is headquartered in Rogers, AR, with offices in Dallas, TX, Cincinnati, OH and Little Rock, AR.