

## **WPP and Ronaldo sign contract for 9ine**

*New WPP company to help develop communication opportunities in Brazil, a major growth market, especially ahead of major sports event that will take place in Brazil within the next decade*

**São Paulo, September 2010** - WPP in Brazil and the soccer legend Ronaldo Luis Nazário de Lima (Ronaldo Fenômeno) agreed to create 9ine, a sports marketing communications company.

9ine will be based in São Paulo, Brazil, but is expected to have global reach. Its mission is to give clients support and consultancy to exploit the great marketing opportunities surrounding sports in Brazil, home of the 2014 FIFA World Cup and 2016 Rio Olympic Game. It includes branded events, activation, public relations, and other marketing and communications activities.

Sir Martin Sorrell, CEO of WPP said: "We believe that this decade is definitely the decade of Brazil and Latin America. We also believe Brazil represents a huge market opportunity for a sports marketing company such as 9ine. Ronaldo is, of course, one of the greatest soccer players the world has seen. He has been voted FIFA's best soccer player worldwide three times. Now, thankfully, he will be playing for WPP".

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