

For Immediate Release

15 April 2010

WPP PLC ("WPP")

WPP Digital acquires a stake in E-Commera Holdings Limited, an internet services business for retailers

WPP Digital announces that it has acquired a minority stake in E-Commera Holdings Limited ("eCommera").

Founded in February 2007 by Andrew McGregor and Michael Ross, eCommera is an internet services business that offers advisory, support and software services to help retailers develop and operate world class ecommerce, multi-channel business.

eCommera has a head office in London with an offshore development centre in Sofia, Bulgaria and employs more than 70 people. eCommera's key clients and partners include Asda, Hamleys, House of Fraser and LOCOG.

This investment continues WPP Digital's strategy of investing in digital technologies of strong relevance to clients.

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