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Enfatico (b. 2008)

WPP's Project Da Vinci Lands Permanent Name

NEW YORK, June 10 – WPP (NASDAQ: WPPGY), one of the world's leading communications services groups, today announced that Project Da Vinci, the global marketing services firm being built with Dell Inc. as its first client, has a new permanent name and identity: Enfatico. In musical notation, Enfatico (pronounced en-FAH-ti-co) means play each note “with emphasis” or “emphatically.”

“As a next generation agency with a diverse mix of marketing services and talent – all uniquely orchestrated to drive value for Dell and future clients – we believe Enfatico effectively captures what makes us distinct,” commented agency CEO Torrence Boone.

Ken Segall, Enfatico's global chief creative officer, drove the naming process from within the agency. “We were excited to take on the important challenge of selecting a new name and graphic identity for Project Da Vinci,” said Segall. “We believe Enfatico will become synonymous with a new standard for integrated marketing, insightful creativity, and collaboration in the client-agency relationship.”

Enfatico consolidates Dell’s worldwide marketing services, previously handled by more than 800 firms, into a single, wholly integrated global agency. To date, the agency has attracted approximately 600 employees, established operations in 13 cities including New York, Austin, San Francisco, Miami, Toronto, Buenos Aires, Costa Rica, São Paulo, London, Beijing, Tokyo, Singapore and Sydney, and filled its senior leadership team.

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CONTACTS:

Peter Himler, for Enfatico
+1 917 570 2497, +1 516 729 6461

Feona McEwan, WPP, London
+44 207 7408 2204
fmcewan@wpp.com

Kevin McCormack, WPP, New York
+1 212 632 2239
kmccormack@wpp.com