

**For Immediate Release**

**30 September 2011**

**WPP PLC ("WPP")**

**Ogilvy and Scangroup announce joint ventures in Ghana**

WPP announces that its wholly-owned operating company, Ogilvy, the global marketing communications group and Scangroup, one of Africa's leading marketing services groups in which WPP also owns a minority stake, have established two advertising firms in Ghana as joint ventures with a local partner.

The two firms, Scanad Ghana Limited and Ogilvy Ghana Limited will take over the existing operations of Media Majique & Research Systems Limited and Ogilvy Africa Media Limited respectively, which are currently majority owned by Reginald Laryea. Mr Laryea will be appointed Chairman of Ogilvy Ghana Limited and will retain a minority stake in both businesses.

These joint ventures increase WPP's footprint in sub-Saharan Africa and continue the company's strategy of investing in fast-growing markets and sectors, affirming its commitment to developing its businesses throughout the African markets.

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