

**FOR IMMEDIATE RELEASE**

**24 January 2008**

**WPP GROUP PLC (“WPP”)**

**KMR acquires stake in Integrated Media Measurement, Inc.**

WPP announces that its wholly owned operating company Kantar Media Research (“KMR”), the media research division of WPP’s information, insight and consultancy division, Kantar, has acquired a minority stake in Integrated Media Measurement, Inc. (“IMMI”). IMMI is a developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media continuously and helps businesses evaluate the effectiveness of their advertising campaigns.

IMMI has offices in San Mateo, California and employs 60 people. KMR joins existing investors Draper Fisher Jurvetson and Advanced Technology Ventures.

This investment continues WPP's established strategy of investing in more targeted and measurable forms of advertising.

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