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WPP Digital launches global interactions agency, Possible Worldwide

New firm brings together award-winning agencies BLUE, Bridge Worldwide, Quasar and Schematic to form single global entity

Trevor Kaufman to serve as Global CEO; Jay Woffington as Global President

NEW YORK (February 16, 2011) — WPP Digital announced today the launch of Possible Worldwide, a global interactive marketing agency. Formed through the combination of award-winning WPP Digital agencies Schematic, Bridge Worldwide, BLUE and Quasar, Possible Worldwide's mission is to create meaningful and measurable interactive marketing for the world's largest brands.

The new firm counts 18 offices and approximately 1,000 staffers across the globe with operations in the United States, Europe, Asia, Middle East and Africa. Clients at launch include AT&T, Barclay's, BBC, Comcast, Dell, Dow Corning, General Mills, Luxottica, Mazda, Microsoft, Nokia, Orange, P&G, Samsung, SAP, Southern California Edison and Starwood.

Former Schematic CEO, Trevor Kaufman, will serve as Global CEO of Possible Worldwide and is joined by Jay Woffington as Global President, Michael Graham as Chief Operating Officer, Bob Gilbreath as Chief Strategy Officer, Diane Holland as Chief Financial Officer and Harish Bahl as Chief Production Officer. Nick Worth will serve as President, Americas and Kenny Powar will serve as President, Asia Pacific and Europe, the Middle East and Africa.

The creation of Possible Worldwide was spurred by the desire of the founding members of each of its component firms to build a truly global and integrated agency focused on delivering groundbreaking creative solutions backed by clear and highly measurable metrics. At the executive level, the Possible Worldwide leadership team reflects the management of all four of the merging agencies.

"The shift in marketing isn't just a shift to digital," said Kaufman. "It's a shift from broadcasting messages to focusing on creating great branded experiences that benefit both the client and the consumer. Possible Worldwide was created to respond to marketers' simultaneous needs for new and disruptive business strategies; digitally-lead marketing ideas; and the data, technology and scale needed to execute them efficiently around the world."

"We're an interactions agency, not a communications agency," said Woffington. We can

address, not just advertising, but all the points where consumers and brands come together, no matter what the platform or channel.”

“In joining together four very successful and innovative agencies, we’re able to leverage the best capabilities of each across our network. Moreover, we’re launching Possible Worldwide with a strong and already proven track record with leading clients,” said Powar.

Bahl added, “We spent a full year aligning our global services structure, company cultures and delivery model, and with the launch of Possible Worldwide, are already delivering services consistently and efficiently around the world.”

Supporting Possible Worldwide’s interactions model is its data-driven approach and advanced analytics tools that allow the firm to optimize and improve its work over time and to provide clear and detailed metrics that help clients accurately assess the impact and ROI of their campaigns and initiatives.

The firm develops solutions across the full range of digital media including mobile, Web, television, digital-out-of-home, tablet, touch, online advertising and social media, bringing technology and creativity together in new ways that drive consumer interest and business growth.

“In forming Possible Worldwide, these four stellar agencies bring together a complementary mix of resources and talent that is truly world-class,” said Mark Read, CEO of WPP Digital. “We are pleased to welcome a new global network to the WPP family.”

About Possible

Possible Worldwide is a global agency that creates meaningful and measurable interactive marketing. The firm serves a broad range of Fortune 1000 clients including AT&T, Barclay’s, Comcast, Dell, P&G, Nokia, Microsoft, Mazda and Starwood.

Headquartered in New York, Possible operates 18 offices worldwide with major operations in Beijing, Cincinnati, Delhi, Dubai, Kenya, London, Los Angeles, Mumbai, New York, Shanghai and Singapore. For more information, please visit possibleworldwide.com.

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