

For Immediate Release

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WPP GROUP PLC (“WPP”)

WPP acquires stake in VideoEgg, US-based specialists in video advertising for online communities

WPP announces that it has acquired a minority stake in VideoEgg Inc. (“VideoEgg”), a company that specialises in video solution and video advertising for online communities.

Founded in 2005, VideoEgg is based in San Francisco and employs 53 people. Clients include Unilever, Dell, NBC, Nestle and Universal.

The gross assets acquired at the date of investment were US\$3.5million.

This investment further strengthens WPP’s capabilities in digital media as VideoEgg sits at the nexus of three important trends that are radically impacting our industry – online-video, user generated content and social networking. It follows recent investments by WPP in LiveWorld and Visible Technologies.

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