

**WPP partners internet reputation experts Visible Technologies
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WPP, the leading communications services group, announces it has created a strategic partnership and made an investment in Visible Technologies, an internet reputation management and information tracking company with offices in New York, Seattle, Boston and Washington DC.

Visible Technologies specialises in providing clients with cutting edge products and services that help brands manage their reputation on the internet, as well as track, analyse and participate across all consumer-generated media communities, such as blogs and social network sites.

Commenting on the initiative, Howard Paster, Executive VP, WPP Public Relations & Public Affairs, said, "The addition of Visible Technologies and its world class internet technologies and services significantly reinforces WPP's commitment to media investment management, public relations and public affairs. Their internet technologies will be able to step into the WPP fold immediately and improve the capabilities and overall scope of services offered by our public relations firms."

"WPP is one of the world's most successful communications companies. This exciting, new partnership will create new avenues and opportunities for us to distribute our unique tracking and management services," said Joseph J. Grano Jr., Visible Technologies' Chairman. "The increasing use of the internet as the first source for information has shifted the focus of public relations and has created an entirely new market of online information tracking and management. We are thrilled to be part of the WPP family and look forward to working closely with its operating companies and collaborating on product development and sales distribution."