

**WPP Acquires Deen+Black**  
**3 January 2001**

WPP's wholly owned operating company, Ogilvy Public Relations Worldwide, has acquired Deen+Black, a leading public affairs firm in California.

Based in Sacramento with offices in San Francisco, Los Angeles and San Diego, Deen+Black's clients include the California Wellness Foundation, CalTeach, a California State University Program developed to recruit more teachers and Quest, an e-consulting and fiber optics cabling business.

The firm, which was founded in 1988 and employs 46 people, had revenues of 4.5 million dollars in 2000 and net assets of 935,000 dollars as at 2 January 2001.

The acquisition of Deen+Black, which provides OgilvyPR with its first statewide public affairs capability, continues WPP's strategy of establishing a leadership position in the fast-growing sectors in communications services.