

**WPP Acquires Forward, the UK's Top Independent Customer Communications Agency
7 August 2001**

WPP announces that it has acquired 100% of the issued share capital of Forward Limited ("Forward"), the leading UK contract publishing company which specialises in direct customer communications programmes.

Founded in 1986 in London by William Sieghart and Neil Mendoza, and employing 108 people, Forward has established a high reputation for the editorial calibre of its contract publications. Commenting on the move, managing director, Sarah Wyse said, "When Neil and William set up Forward it was with the idea that publishing could and should be a powerful means of communicating with a company's target audiences. WPP presents unlimited opportunity for our business."

Forward's clients include Tesco, NCR, Egg, Patek Philippe, British Airways Holidays and Halifax. Forward reported revenues of £23.2 million in the year to 31 March 2001 and had net assets of £2.1 million at that date.

The acquisition of Forward, which will operate independently within the Specialist Communications division of the Group, continues WPP's strategy of expanding its comprehensive offer to clients in important growth sectors and markets.