

WPP Acquires Glendinning
3 April 2001

WPP Group plc ("WPP") announces that it has acquired Glendinning Management Consultants Limited ("Glendinning"), a leading sales and marketing management consultancy.

For 30 years Glendinning has been at the forefront of industry best practice, helping blue chip clients develop world class skills and processes in sales development, customer management, customer marketing and demand management.

Clients include bp, Buena Vista Home Entertainment, Coca-Cola, Frito-Lay, GlaxoSmithKline, Heinz, Kimberly-Clark, Nestlé, Pharmacia, Seagram, Tesco, UDV and Unilever.

Founded in the 1960s and employing over 80 people, UK-based Glendinning is growing rapidly and expanding its international presence with offices in Johannesburg, Frankfurt and Bangkok.

Glendinning has already established a close working relationship with WPP's retail knowledge community, The Store, participating in its retail seminars around the world, in Mexico, Amsterdam, Johannesburg and Bangkok.

Commenting on the acquisition, Peter Swift, Glendinning's Managing Director said, "Joining forces with WPP will align Glendinning with a strategically and culturally compatible partner whose vision closely matches our own and whose geographic spread will both support and accelerate our growth in international markets. More importantly, it will help improve our reach and service for our clients, wherever they operate."

This acquisition continues the implementation of WPP's strategy of building a stronger presence in fast-growing, functional and geographical areas of the communications services market.