

**WPP Acquires UK-based Internal Communications Consultancy, MCA
6 July 2001**

WPP announces that its wholly-owned global branding, identity and consulting group, The Brand Union, has acquired 100% of The Marketing & Communication Agency Limited ("MCA"), a leading internal communications consultancy.

UK-based MCA, with offices in London, New York and Stockholm, specialises in providing multinational clients with the communications strategies, processes and tools necessary for employees to become ambassadors for their business and their brands. Its clients include British Airways, Cadbury Schweppes, Shell Chemicals, Sony, ntl, Ericsson and Thames Water. The company will merge with WPP's internal communications specialists Banner McBride with immediate effect.

The company had revenues of £8.8m for the calendar year 2000 and had net assets of £1.9m as at 31 December 2000.

The acquisition of MCA continues WPP's strategy of strengthening its networks in important growth sectors and markets. WPP believes that the area of internal communications is one of the key opportunities and challenges facing its clients.