

**WPP Acquires US-based Conference and Event Production Company, MJM  
15 August 2001**

WPP announces that its wholly-owned global branding, identity and consulting group, The Brand Union, has acquired 100% of MJM Creative Services, Inc. ("MJM"), a leading New York-based conference and event production company.

Founded in 1984 and employing 80 people, MJM's clients include Astra Zeneca, American Express, Pfizer, IBM and Canon.

The company had revenues of US \$52million for the calendar year 2000 and had net assets of \$5.4million as at 31 December 2000.

The acquisition of MJM continues WPP's strategy of maintaining a leadership position in branding and identity consultancy and of strengthening its networks in important growth sectors and markets.