

**WPP Acquires Première Group  
13 December 2000**

WPP announces that it has acquired 100 per cent of the equity of Première Group Holdings Limited ('Première Group'), a sports marketing and sponsorship consultancy.

UK based Première Group consists of two companies, Première and Première Consulting. Première specialises in the sale of commercial rights for sports and arts organisations. Clients include Manchester United, Real Madrid, Juventus, the Arrows Formula 1 Team, the Subaru World Rally Team and the World Rally Championship. Première Consulting provides sponsorship consultancy services to corporates and brands. Clients include Barclays, Eurobet, Guinness, Procter and Gamble, The Woolmark Company and Western Union Money Transfer.

The consultancy employs 14 people and will form part of the Branding and Identity, Healthcare and Specialist Communications division of WPP.

The acquisition of Première continues WPP's strategy of establishing a leadership position in the faster growing sectors of communications services.