

WPP Acquires VML, a US Integrated Marketing Services Company
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WPP announces that it has acquired VML Inc., a US-based integrated marketing services company.

Based in Kansas City, with offices in New York, Dallas, Minneapolis and Washington, VML specialises in full service integrated on-line and traditional advertising. The agency, which employs 200 people, reported revenues of \$18 million for the year to 30 November 2000 and had net assets of \$3 million at 31 March 2001.

Clients include Alamo-Rent-a-Car/National Car Rental, American Express, Bayer, Coca-Cola, Colgate-Palmolive, H&R Block, Hill's Nutrition, Payless Shoe Source, Sprint and Yellow Freight. Commenting on the move, VML Chief Executive Matt Anthony said, "Our unique approach to integrated marketing has resulted in a phenomenal 35% average annual growth rate in each of the past three years. We believe our affiliation with WPP will allow us to grow even more in the years ahead."

The acquisition of VML, which will be part of WPP's Branding & Identity, Healthcare and Specialist Communications sector, continues WPP's strategy of expanding its comprehensive offer to clients in important growth sectors and markets.