

**WPP and LiveWorld Announce Joint Venture for Online Community and Social Networking Marketing Services**  
**13 July 2006**

WPP a world leader in communications services, and LiveWorld, Inc. (OTC Pink Sheets: LVWD.PK), a world leader in online customer community marketing services, today announced the formation of a joint venture that will provide online community and social networking services to major brands worldwide through WPP's global networks.

The joint venture, named LiveWorld-WPP, will be equally owned by each company and is exclusively dedicated to collaborating with WPP agencies to offer, create, and deploy LiveWorld's online community and social networking services as marketing venues for WPP's clients on a global basis.

"Online communities and social networking are starting to offer significant opportunities to forward-thinking marketers," said Mark Read, Strategy Director, WPP and CEO of wpp.com. "LiveWorld is a pioneer in its category and a proven leader with twenty years of experience in building online communities. They are an excellent choice for us to partner with to provide WPP clients with the most compelling and comprehensive community solutions available in the market".

The two companies have collaborated on successful projects in the past, most recently on Dove's groundbreaking "Campaign For Real Beauty" from WPP's Ogilvy Interactive unit, which won Adweek's 2005 Interactive Agency of the Year award.

"Major brands worldwide are embracing online community as the basic marketing construct of the new generation," said Peter Friedman, Chairman and CEO, LiveWorld. "Combining the depth of LiveWorld's online community experience and solutions with WPP's scope, scale of services and expansive client portfolio brings a new level of marketing power to the leading brands of the world".