

WPP and Video International Group to Develop a Stronger Partnership in Russia
4 April 2005

WPP and Video International Group ("VI"), Russia's leading communications services group, have conditionally agreed to form a number of joint companies, which will operate in Russia and throughout the Confederation of Independent States.

The partnership will cover certain of their existing businesses: VI's current advertising agency, Ravi, will operate in conjunction with JWT, Bates VIAG will be relaunched as Red Cell and CIA Russia will be relaunched as Mediaedge:cia. VI and WPP will develop 141 Worldwide, an integrated marketing services agency, in the market. In addition, a company providing back office and support services in media investment management will also be formed. This initiative continues WPP's strategy of developing its networks in faster-growing markets and communications services sectors.