

**Wunderman acquires relationship marketing experts Shaw Marketing Group
5 September 2006**

Wunderman, a division of WPP (NSDQ: WPPGY) network of advertising and digital marketing companies, today announced the acquisition of Shaw Marketing Group, a relationship marketing agency recognized for its expertise in Spirits, Consumer Packaged Goods and other non-transactional product categories. The New York-based agency's current clients include Diageo (Crown Royal, Johnnie Walker, Smirnoff, Guinness and Baileys) and the New York Philharmonic. Terms of the deal have not been disclosed. This new operating division of Wunderman New York will be called Shaw Wunderman.

Shaw Marketing Group has a proven track record of helping the Diageo world-class brands build brand equity through consumer-centric experiences in both the digital and offline forums. Richard Shaw, Shaw Marketing Group Founder and President, will remain as the head of Shaw Wunderman and continue the agency's relationship with its existing client portfolio.

"What's exciting about the Shaw-Wunderman combination is that we share the same philosophy," said Wunderman New York President, Steve Zammarchi. "In the spirits category, you've got to understand what motivates consumers before you approach them."

"I am excited to join the Wunderman network. We will now be better able to bring world-class resources to our existing clients, and can aggressively pursue new business opportunities," said Shaw.

Shaw Marketing Group was founded in 2002 by Richard Shaw, a marketing professional with more than 30 years of experience leading all facets of marketing for Seagram, including brand management, promotion research and product innovation. Shaw pioneered direct marketing for beverage alcohol brands more than 20 years ago and served on the Board of Directors of the Direct Marketing Association for six years, representing the consumer package goods industry.

"Richard Shaw is uncompromising in his belief that great marketing communications start and end with the consumer," said Zammarchi. "That translates into great results that build brands."