

Y&R Advertising Acquires SicolaMartin, a Technology Marketing Agency in the US

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WPP announces that its wholly-owned advertising agency, Y&R Advertising, has acquired SicolaMartin ("Sicola"), a leading technology marketing agency in the US.

Founded in 1985 in Austin, Texas, Sicola specialises in marketing, consulting and advertising for leading technology companies. Sicola focuses on developing business-to-business brands for companies that require a combination of marketing, consulting, design, advertising and interactive services. Clients are primarily global technology corporations such as Novell, Compaq Computer, Citrix Systems and Vignette Corp. but also midsize companies and start-up ventures.

The company, which employs 118 people and had capitalised billings of \$119 million in 2000, reported revenues of \$18million in the year to 31 December 2000 and net assets of \$2.8million at that date. Founders and partners Tom Sicola and Steve Martin will continue to lead the agency in their roles as President/CEO and Senior Vice President/Executive Creative Director, respectively.

"We're pleased to have SicolaMartin join the Y&R network," said Ed Vick, Chairman and CEO of Y&R Advertising. "Their exceptional skill at working with corporate executives on upfront marketing – branding issues, product development, market analysis – has led to an impressive track record."

Tom Sicola commented: "SicolaMartin is winding up its best year ever and a decade with 30 per cent compounded annual growth. For years we have been the most successful technology advertising and marketing firm in the southwest and we've long considered replicating our success nationwide. Our agreement with Y&R will not only bring us the benefits of a world-class global network, it will also provide us with opportunities to extend the SicolaMartin brand."

Sicola will complement Y&R's existing technology marketing capabilities, such as Y&R San Francisco and London-based Banner Corporation (www.bl.com).

The acquisition of Sicola further strengthens Y&R Advertising's comprehensive communications services to clients and continues WPP's strategy of expanding its networks in the important growth sectors and markets.