

**Hill and Knowlton Acquires US Technology Specialists, The ProMarc Agency
30 March 2001**

WPP announces that its wholly-owned operating company, Hill and Knowlton (“H&K”), the public relations and public affairs network, has acquired The ProMarc Agency (“ProMarc”), a nationally ranked technology communications firm in the US.

Founded in 1996, the Washington DC-based company provides specialist public relations services to technology companies in the applications, infrastructure, services and wireless space as well as industry organisations. Clients include Managed Objects, Vocus, Ztango, EqualFooting.com, Politec, InfoCruiser, Loral CyberStar and Facility Information Systems.

The addition of ProMarc’s clients to the agency’s current tech accounts will form one of the largest technology practices in the Washington DC market with combined billings of more than \$6 million.

“The combination of H&K’s established global technology presence comprised of Blanc & Otus Public Relations, SocketPR and Hill and Knowlton’s regional practices with ProMarc’s excellence and reputation create a dynamic force in the DC high-tech corridor,” said Tom Hoog, president and CEO of H&K/USA.

ProMarc has received industry recognition for its outstanding performance being ranked in the Top 10 across three categories - best public relations agency to work for, most intellectually stimulating and most entrepreneurial. In addition, its president and founder, Alisa Fogelman-Beyer was recognised as one of the “15 People to Watch” in 2000 by PRNews.

This acquisition further strengthens H&K’s technology practice for its clients and continues WPP’s strategy of expanding its networks in fast-growing sectors and markets.