

J. Walter Thompson Acquires Go Direct Marketing in Canada
13 April 2000

WPP's wholly-owned operating company, J. Walter Thompson Company ('JWT'), the global advertising agency group, has acquired Go Direct Marketing, Inc., ('Go'), one of the largest, most innovative database marketing firms in Canada.

Founded in 1987, with offices in Vancouver and Toronto, Go is a full service agency specialising in one-to-one marketing, assisting clients to acquire and develop customer intelligence and enhance customer service. Major clients include Kraft, the MS Society of Canada, Scott Paper and Telus (Canada's second largest telecom). Go employs 47 people.

Chris Jones, CEO of JWT said, 'Go Direct significantly adds to our capabilities to build relationships between brands and consumers at every point of contact. JWT Canada now becomes one of the first agencies to offer local clients an integrated approach to brand advertising and one-to-one marketing communications.'

Go had revenues of C\$5 million for the year ended 31 July 1999 and net assets of C\$620,000 at 31 December 1999. Go will operate as an independent brand of JWT Canada.

This acquisition continues WPP's strategy of strengthening its existing networks and expanding its offer to clients in the fast-growing sectors of communications services.