



PSB's Amy Leveton named one of *PRWeek's* 40 Under 40 for 2008

WASHINGTON, D.C., December 8 2008 – Penn, Schoen & Berland Associates (PSB) is pleased to announce that *PRWeek* magazine today named Senior Vice President and Managing Director Amy Leveton as one of its “40 Under 40” for 2008. The annual list honors those public relations practitioners under 40 years of age who demonstrate “innovative thinking, strong determination, and results that indicate a long and successful career in the PR industry.”

“All of us at PSB are extremely pleased that *PRWeek* has chosen to honor Amy’s innovative and insightful research and hard work on behalf of her clients,” said Penn, Schoen & Berland Associates President Mark J. Penn. “She and her team consistently deliver top-notch work and we’re lucky to have her at PSB.”

Leveton, 32, joined PSB immediately after graduating from the University of Michigan and has risen quickly through its ranks. She was the firm’s first female Vice President and was named Managing Director of its Washington, DC office in 2006. In this capacity, she manages a staff of more than 35 analysts and other managers. Her team provides research and insight to some of the world’s most prominent brands, including General Mills, Procter & Gamble, MetLife, and Microsoft.

“I am delighted to receive this honor and thankful for the incredible opportunities I’ve enjoyed at PSB over the last decade,” said Leveton. “I am excited to continue to work on behalf of our great clients and with a wonderful team in the years to come.”

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Penn, Schoen & Berland Associates, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.