



Ann Redmond joins Penn, Schoen & Berland Associates as Vice President of Strategy

Seattle, January 5, 2008 – Penn, Schoen & Berland Associates has appointed Ann Redmond as its Vice President of Strategy. Working from the firm’s Seattle office, Redmond will focus on high-level marketing strategy and research for a variety of top corporate clients. She will report to PSB President Mark J. Penn, and will contribute to the firm’s long term strategic positioning as it pursues future growth.

“We are thrilled to have Ann join our leadership,” said Penn. “Her extensive experience using research to build, manage and improve brands and their relationships with customers will be a great benefit to both PSB and our clients.”

Redmond comes to PSB from Microsoft, where she held progressively more senior marketing positions developing research-based brand and communication strategy. She was a key architect of Microsoft’s image tracking, advertising effectiveness, worldwide customer taxonomy and customer satisfaction measurement systems.

“I am excited about this new challenge,” said Redmond. “After 15 years at Microsoft, I look forward to working with a new team, as well as to helping to build Penn, Schoen & Berland’s business and brand in the future.”

Redmond holds a bachelor’s degree in business administration from Washington State University and studied modeling and forecasting with Wharton Econometrics. She serves on the Board of Governors of Washington State University and is Chairman of their Strategic Marketing Committee. She also serves on the Board of Directors of the Seattle Symphony Orchestra.

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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.