



Penn Schoen & Berland and Burson-Marsteller Launch Advertising and Communications Agency Proof Integrated Communications and Proof Digital Media

Firms to Focus on Creative Programs Driven by Research, Data and Audience Insights

WASHINGTON, D.C., June 15, 2009 – Burson-Marsteller, a leading global communications consultancy, and Penn Schoen & Berland Associates (PSB), a leading global research firm, have launched an advertising and integrated communications agency called Proof Integrated Communications. Proof IC will be formed as a combination of Burson-Marsteller’s Marsteller advertising division and PSB’s advertising unit PSBcreative, and will specialize in the creative execution of programs on behalf of a wide range of corporate, consumer, business-to-business, and institutional clients.

Proof IC is led by CEO Jay Leveton, a Senior Vice President at Penn Schoen & Berland Associates and former President of PSBcreative. Matt Lieppe will serve as the firm’s Chief Creative Officer. Lieppe had been Vice President and Creative Director at PSBcreative. Robert Beltran will serve as Chief Operating Officer. Beltran was previously Managing Director at Marsteller. Proof IC has offices in New York, Washington DC, Chicago, and Pittsburgh.

Marsteller Interactive Communications, the digital design and digital media arm of Marsteller, will be spun-off into a separate sister agency called Proof Digital Media. Burson-Marsteller’s Chief Digital Strategist Erin Byrne and will lead Proof Digital Media as its CEO.

Proof IC will focus on designing creative campaigns that use research and data to deliver clients a superior result. The concept has grown out of Burson-Marsteller CEO and PSB co-founder Mark Penn’s belief that the most effective marketing and communications programs are driven by audience insights derived from research. Penn has developed research-based communications and marketing models that have been employed on behalf of many Fortune 500 clients.

“Proof IC is designed to turn data into drivers,” said Penn. “Everything the firm does will be to discover the right messages, both rational and emotional. Proof Digital Media will provide clients with digital and social media strategies designed to help navigate the always evolving digital media space.”

Proof IC offers a full suite of integrated services including: broadcast and print advertising, media consultation and buying, video and events production and design. Proof’s predecessor firms have earned a number of prestigious industry accolades, including CLIOs, ADDYs, and two commercials in the Advertising Hall of Fame’s 100 Best.

Leveton added, “When it comes to creative work, we like to get smart before we get creative. The work is more successful when it’s informed by more than gut instinct. Instinct and experience enable us to make the creative work memorable. But real information and insight—which comes from asking the right people the right questions in the right context—makes the work correct. Great creative is based in truth, which is what we’re all about.”

Proof Digital Media provides clients with Digital Reputation Management, Online Experience Design, Social Media, Community Development and Mobile Marketing. The agency will have offices in New York, Washington D.C., Chicago, Pittsburgh, Dallas and Miami.

“Digital media has put the public back in public relations,” said Erin Byrne. “Proof Digital Media will partner with our clients to develop the most effective interactive approach for each campaign. We will enable clients to reach varied stakeholder groups more quickly and efficiently from both a time and budget perspective than ever before.”

About Proof Integrated Communications

Proof Integrated Communications (www.proofic.com) is a full-service advertising and marketing communications agency specializing in the creative execution of communications based on research and data to drive superior results for clients. Proof IC was formed by the combination of Burson-Marsteller’s Marsteller advertising division and PSB’s advertising unit PSBcreative. The firm specializes in the creative execution of programs on behalf of a wide range of corporate, consumer, business-to-business, and institutional clients. Proof Integrated Communications is a part of Burson-Marsteller, which is in turn a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY), one of the world’s leading communications services networks.

About Proof Digital Media

Proof Digital Media is a digital marketing and communications firm. Proof Digital Media partners clients to develop effective digital strategies as part of integrated marketing communications. The firm offers clients digital reputation management, online experience design, social media, community development and mobile marketing. Proof Digital Media is a part of Burson-Marsteller, which is in turn a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY), one of the world’s leading communications services networks.

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About Penn, Schoen & Berland Associates

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.

About Burson-Marsteller

Burson-Marsteller (www.burson-marsteller.com), established in 1953, is a leading global public relations and communications firm. It provides clients with strategic thinking and program execution across a full range of public relations, public affairs, advertising, and web-related services. The firm’s seamless worldwide network consists of 57 wholly-owned offices and 46 affiliate offices, together operating in 59 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY), one of the world’s leading communications services networks.