



Penn, Schoen & Berland Associates names Amy Leveton as Executive Vice President and William Mann as Managing Director, Washington, D.C. office

Washington, D.C., October 19, 2009 – Penn, Schoen & Berland Associates (PSB) today announced two exciting promotions.

Amy Leveton will become an Executive Vice President, with responsibility spanning three of PSB's major offices: Washington, DC, Austin, and San Francisco. Amy was previously Managing Director of the Washington, DC office and has been with the firm for twelve years. In this role, Leveton will focus on management and growth across offices, including new business and product development. She will also continue to serve as a trusted advisor to her clients.

Also today, the firm announced that William Mann has been named Managing Director of its Washington, D.C. headquarters. Mann was previously a Senior Vice President in the same office and has been at PSB for six years. In addition to his new responsibilities, Mann will remain engaged on client work, advising some of the world's largest brands on communications strategy.

"Amy and Billy have been two of our firm's most innovative and effective leaders for some time," said Penn. "Their profound dedication to client service, as well as their perceptive and skilled management, make them great choices to take our firm to the next level."

"Like our clients, our firm's growth depends on continued and steady development of current lines of business, as well as expansion into new geographies and specialties," said Leveton. "I look forward to applying a higher-level perspective to both of these important tasks in my new role."

"I'm thrilled to have the opportunity to continue to guide our firm's growth and deepen our culture of client service as Managing Director of our Washington, D.C. office," said Mann. "In uncertain times, insightful communications strategy is increasingly vital for enterprises of every kind, and I look forward to sustaining our commitment to provide winning knowledge to our current and future clients in my new role."

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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.