



PENN
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BERLAND

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Michael Berland appointed President of Penn Schoen Berland

WASHINGTON, D.C., January 5, 2010 – Penn Schoen Berland announced today that Michael Berland has been named President of the firm. Berland will report to Mark Penn, who will continue as the firm’s CEO and lead the firm from its headquarters in Washington, DC. Working out of the New York office, Berland will head up global business development.

“We are really pleased that Mike is once again at home as the ‘B’ in PSB,” said Mark Penn. “As CEO, I’m delighted to have Mike on our team, part of the leadership that will write the next chapter of growth at Penn Schoen Berland.”

Berland is an internationally recognized strategic advisor and communications consultant and an expert in how people think and behave as consumers, voters and decision-makers. With Penn Schoen Berland, he has led studies and campaigns for the world’s top brands, blue-chip companies, political candidates and entertainment clients in more than 80 countries on six continents. He rejoins the firm after having spent several years serving as a political advisor and commentator; he is also the co-author of *“What Makes You Tick: How Successful People Do it and What You Can Learn From Them”*.

“I’m looking forward to playing a leading role in the growth of both our people and our business,” said Berland. “I am especially excited about growing our opportunities globally.”

Berland will work closely with Jay Leveton, who will continue to serve as the Managing Director of the New York office.

Berland graduated magna cum laude from the University of Massachusetts at Amherst, where he was a Commonwealth Scholar and received his initial training at the Social and Demographic Research Institute.

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About Penn Schoen Berland

Penn Schoen Berland, 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.