



## Mark Penn takes part in BusinessWeek's 2009 Media Summit

**New York, March 18, 2009** – Penn, Schoen & Berland Associates is pleased to announce that its President Mark J. Penn will take part in BusinessWeek's 2009 Media Summit today.

Penn will participate the summit's panel entitled "Global Media and Advertising: The Transition – TV, Broadband, Mobile and Social Media," alongside other communications industry leaders, including Bob Jeffrey of JWT. Participants will address the transformation of advertising in the face of digital media, and attempt to provide a holistic understanding of what the next generation of the industry will look like.

"Transitioning to digital remains one of the signature challenges facing communications professionals in the 21<sup>st</sup> century," said Penn. "And as our research consistently demonstrates, companies in every sector, from technology to consumer products, must improve their ability to transmit evidence-based messages about their products to reach consumers who are ever-more reliant on social and mobile media."

Penn will also participate in an official Media Summit dinner sponsored by PSB and Burson-Marsteller titled "Making Lemonade Out of Lemons: Why This Market is Actually Good for Business." He'll be joined by Century 21 CEO Tom Kunz and former Ford Motor Company Chief Communications Officer Charlie Holleran. BusinessWeek staff editor Aili McConnon will moderate their discussion.

"As I discussed in my most recent column for *The Wall Street Journal*, companies can best reframe themselves to survive and thrive in this market by realizing that Value is the new Green," said Penn. "The quest for value is critical in our new context, and for consumers, it's not just about saving money. It's an issue of social responsibility."

The BusinessWeek Media Summit is a two-day, international conference on media, advertising, television, cable & satellite, broadband, mobile, publishing & radio, magazines, news media, motion pictures and marketing. Keynote speakers include Steve Ballmer (Microsoft), Jeff Zucker (NBC) and Philippe Dauman (Viacom).

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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](http://www.psbresearch.com).