

Joshua King joins Penn, Schoen & Berland Associates as Senior Vice President, New York

New York, May 4, 2009 – Penn, Schoen & Berland Associates (PSB) has appointed Joshua A. King as Senior Vice President in its New York office, the firm announced today. King will provide strategic communications consulting to a worldwide roster of corporate, political and not-for-profit clients. Alongside Managing Director Jay Leveton, King will oversee PSB's New York staff and operations and work to grow the firm's business. King will report to PSB President and CEO Mark Penn.

King comes to PSB from The Hartford Financial Services Group, Inc., one of the nation's oldest and largest insurance and financial services companies, where he served as chief corporate spokesman and Vice President for Media and Community Relations since 2003. At The Hartford, King oversaw external communications for the company's business units and its corporate philanthropy, civic engagement and employee volunteerism. King and his teams won two Silver Anvils for The Hartford's campaigns to increase financial literacy among students and promote diversity in the community.

Prior to joining The Hartford, King held several posts in Washington, D.C. most notably as Director of Production for Presidential Events in the Clinton White House from 1993 to 1997. He also worked in the government affairs office at Monsanto Company and in PSB's Washington office. King and Mark Penn first collaborated during the White House years while Penn served as President Clinton's senior advisor. At the White House, King was credited with introducing a variety of new production techniques and a creative visual communications style for President Clinton's public appearances.

Since leaving the White House, King has continued to be involved in how American politicians present themselves in public. He has authored articles, appeared in various news outlets and, most recently, served as the lead White House advance representative for President Barack Obama's participation in the 2009 Summit of the Americas in Port of Spain, Trinidad.

"Josh King brings our clients a great combination of consulting experience and skills," said Mark Penn. "He has a deep understanding of how Fortune 100 companies and their leaders communicate externally and internally, in both proactive and crisis situations. To this he adds a unique blend of insights derived from many years in government, political campaigns and at PSB."

"In an age where news organizations, websites and other stakeholders analyze every word and action of people and organizations in the public eye, developing the right message, deploying the right tools and maintaining the right communications discipline has never been more important," said King. "I am excited about working again with Mark Penn and the PSB team to help the firm's clients do just that."

King earned his B.A. from Swarthmore College and completed the Program for Global Leadership at Harvard Business School. He lives in Connecticut with his wife, Dr. Amy Theobald, and their two children.

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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.