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**BERLAND**

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## **Laura R. Ansell joins Penn Schoen Berland as Vice President**

**New York, November 4, 2010** – Laura R. Ansell has joined Penn Schoen Berland as a Vice President in the New York office, the firm is pleased to announce today.

Ansell comes to PSB from the eponymous Ansell Strategy Group, of which she was a Founder, and where she provided brand and strategy insights to a variety of international clients across multiple disciplines. At PSB, where she will report to CEO Mark Penn, Ansell will bring over twenty years of marketing and branding experience to bear for a wide spectrum of Fortune 500 firms.

“Laura’s diverse experience in brand consulting will help us continue to offer our clients the actionable insights and comprehensive strategies they have come to expect, as well as make her a terrific addition to our New York office,” said Mark Penn, CEO of Penn Schoen Berland.

“I can’t wait to get started with the New York team,” Ansell said. “As home to so many of the world’s greatest brands, the city offers an incredible array of current and prospective clients with whom to share PSB’s unique, evidence-based offering; I’m looking forward to this exciting new challenge.”

Laura holds a BS Engineering from Cornell University and an M.B.A in Management from the University of California at Los Angeles.

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