



## Mark Penn to Author “Microtrends” column for WSJ.com

**NEW YORK (Dec. 11, 2008)**— The Wall Street Journal Online announced today that Mark Penn, CEO of Burson-Marsteller and president of Penn, Schoen and Berland, will author a regular column for WSJ.com called “Microtrends,” focusing on demographic trends in society and business. Mr. Penn earlier wrote a book with the same title. Written with E. Kinney Zalesne and available to all users, “Microtrends” will appear regularly in the Media & Marketing section of WSJ.com (<http://wsj.com/mediaandmarketing>).

The first column, “[The Mattress Stuffers](#),” appears on WSJ.com today and takes a look at “people who have lost their trust in the financial world, and are preparing for the next meltdown.”

“Mark’s new column will offer a unique voice and perspective on topics we believe our readers will find timely and enjoy,” said Almar Latour, managing editor of WSJ.com. “His regular missives will join the roll-out of new and upcoming features and columns on the site that began with the redesign in September, and we look forward to bringing our users more insight and analysis than ever before.”

Added Mr. Penn, “I’m delighted to be part of the WSJ.com family and look forward to interacting with the readers.”

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

### **About The Wall Street Journal Online**

The Wall Street Journal Online at WSJ.com, published by Dow Jones & Company ([www.dowjones.com](http://www.dowjones.com)), is the leading provider of business and financial news and analysis on the web with more than one million subscribers and 20 million visitors per month. Launched in 1996, WSJ.com is the flagship site of The Wall Street Journal Digital Network and attracts a rapidly growing audience of industry leaders and influencers. The award-winning site provides in-depth business news and financial information 24 hours a day, including breaking business and technology news and analysis from around the world. It draws on the Dow Jones network of nearly 1,900 business and financial news staff – the largest network of business and financial journalists in the world.