



**PENN
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BERLAND**

Matt Carter becomes new CEO of Burson-Marsteller UK

London, 12 January, 2010 – Burson-Marsteller, a leading global public relations and communications consultancy, today announced the appointment of Matt Carter as the new CEO of its UK operations, succeeding Jonathan Jordan. Matt Carter co-founded Penn Schoen Berland (PSB), the strategic research company, in the UK at the beginning of 2006 and is currently Managing Director of the EMEA region for PSB. Moving forward he will retain a strong relationship with PSB serving as Chairman, EMEA. He previously worked for Prime Minister Tony Blair as General Secretary of the British Labour Party where he was responsible for running the successful 2005 general election campaign. Current joint Managing Director of PSB EMEA, Joel Levy, becomes the CEO of PSB EMEA.

“I am delighted that Matt is joining Burson-Marsteller and taking over the leadership of our UK operation, which is the largest in the EMEA region and has offices in London and Manchester. He will further develop our Evidence-Based approach as a key Burson-Marsteller differentiator across the many practice areas of our UK business as well as ensure even closer integration with PSB. Under Matt’s leadership PSB EMEA has been one of the fastest growing WPP companies world-wide in recent years. I am convinced his leadership skills and experience of working with the boards of leading international companies will allow him to replicate this success for Burson-Marsteller UK,” said Jeremy Galbraith, CEO Burson-Marsteller Europe, Middle East & Africa.

“I really look forward to the challenge of leading Burson-Marsteller in the UK, building on the success of the past few years and taking it to the next level. Burson-Marsteller UK has had a fantastic story to tell in recent years and has a great team in place which I know firsthand from my work with them. Going forward, I want to see Burson-Marsteller even better placed to help meet the complex challenges our clients face today. I look forward to working with Jonathan Jordan to ensure a smooth transition,” said Matt Carter.

“Jonathan Jordan, who has successfully led Burson-Marsteller in the UK for the past 3 years, will be leaving us at the end of February to establish his own communications consulting business. I would like to thank Jonathan for all that he has done as CEO of the UK operation, during which he has grown the business, attracted a strong team, strengthen our brand in the market-place and won significant global assignments. I wish him well with his business,” said Jeremy Galbraith.

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About Burson-Marsteller

Burson-Marsteller (www.burson-marsteller.com and www.burson-marsteller.eu), established in 1953, is a leading global public relations and communications firm. It provides clients with strategic thinking and programme execution across a full range of public relations, public affairs, advertising and web-related services. The firm's seamless worldwide network consists of 72 offices and 58 affiliate offices, together operating in 83 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks.

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.