



PSB appoints Michael Ripka as Vice President of Austin, Texas office

Austin, TX, October 30, 2009 – Penn, Schoen & Berland Associates is pleased to announce today that Michael Ripka has been appointed a Vice President in the firm's Austin office.

At PSB, Ripka will serve as a strategic advisor to current clients and work with Executive Vice President Amy Leveton to further establish the firm's presence in Austin and the Southwestern United States. Prior to joining PSB, Ripka was Vice President of the Futures Group at Millward Brown, where he led the integration of Dynamic Logic (a pioneer in evaluating Internet advertising) into that firm's network.

"Mike has long been a leader in researching the technology and digital advertising space," said Leveton. "We're excited that he will be applying his deep research expertise in service to our clients in Austin and beyond."

"I'm very excited to have the opportunity to join this talented and dedicated team," said Ripka. "I look forward to furthering PSB's commitment to client service and to helping the firm grow."

Ripka earned a bachelor's degree from Adelphi University and an MBA from Syracuse University. As part of his MBA program, he attended the Archamp, France campus of Thunderbird, The American Graduate School of International Management, where he received a certificate in International Business.

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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.