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Mark Penn's *Microtrends: The Small Forces Behind Tomorrow's Big Changes* wins WPP Atticus Award

New York, August 2, 2010 – Penn Schoen Berland and Burson-Marsteller CEO Mark Penn has been named the winner of the Consumer Insights category in the 2010 Atticus Awards for his book *Microtrends: The Small Forces Behind Tomorrow's Big Changes*, PSB announced today.

Open exclusively to professionals working in WPP companies, the annual Atticus Awards honor original published thinking in communications services. Winners receive a cash prize, and many recognized publications are reprinted or excerpted in WPP's annual Atticus Journal, which will be released in November 2010.

The Awards were judged by Simon Clift, consultant and former chief marketing officer at Unilever; Rik Kirkland, principal and director at McKinsey & Company, and Judie Lannon, editor of *Market Leader*. Other entrants in this year's Consumer Insights category included publications from WPP agencies Millward Brown, MVI, and Mindshare.

"I'm deeply honored that *Microtrends* has been recognized as one of the outstanding examples of WPP's thought leadership from the last year," said Penn. "At Penn Schoen Berland and Burson-Marsteller, much of our work is predicated on the belief that companies must understand and respond appropriately to small shifts in behavior – as harbingers of tomorrow's big shifts. We are gratified that WPP and the judges of the Atticus Awards have endorsed that perspective."

The Atticus Awards specifically recognized the paperback edition of *Microtrends: The Small Forces Behind Tomorrow's Big Changes*, by Mark Penn with E. Kinney Zalesne, published in June 2009 by Twelve.

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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