

FOR IMMEDIATE RELEASE

OGILVY PARTNERS WITH MARKETSHARE PARTNERS TO BRING STATE-OF-THE-ART MARKETING EFFECTIVENESS SOLUTIONS TO ITS CLIENTS

Joint Offering Helps Companies Tie Marketing Investments to Business Outcomes

NEW YORK and LOS ANGELES -- October 15, 2009 --Ogilvy & Mather Worldwide, a leading marketing communications agency, and MarketShare Partners (MSP), a leading strategic marketing analytics firm, today announced that MSP has become Ogilvy's strategic partner for marketing effectiveness solutions.

This partnership broadens the services currently offered by Ogilvy & Mather's in-house analytics team, which has grown exponentially over the last several years. Additionally, it gives Ogilvy & Mather access to MSP's unique Compass™ tool, an outcomes-based analytics software, that will allow the agency to provide quick, scientific proof of the efficacy of their clients' marketing efforts. Compass will also be used for ongoing allocation and optimization of Ogilvy clients' marketing budgets.

"Increasing the accountability and effectiveness of our clients' marketing efforts is one of our top priorities. This involves developing a deep understanding of our clients' business drivers and marketing's impact on them," said Dimitri Maex, head of Ogilvy & Mather's global data and analytics practice. "We believe MSP is a true thought leader in this area and we found their expertise to be very complementary to the capabilities of our own analytics team. With the MSP partnership, we will be able to provide our clients with an objective way to allocate their marketing budgets across geographies, segments, marketing tasks and media. MSP brings together the depth and breath of experience that we believe will make this partnership a competitive differentiator for our clients."

MSP and Ogilvy have jointly developed a service offering that will help clients decide how much and where to invest both their on and offline marketing dollars, connecting these recommendations to tangible business results. The partnership combines MSP's Compass tool and superior econometric modeling capabilities with Ogilvy's analytics, strategic brand consultancy and media expertise to create a tiered service offering. This will include a range of services from directional quick turnaround budget optimization recommendations to full scale highly tailored marketing effectiveness audits.

"Our partnership with Ogilvy will marry MSP's objective, leading-edge marketing science capabilities with Ogilvy's deep understanding of how brands impact businesses," said Wes Nichols, co-founder and CEO, MarketShare Partners. "We believe this will create a compelling offering to Ogilvy's clients to help them reach their business objectives."

About Ogilvy & Mather

Ogilvy & Mather (ogilvy.com) is one of the largest marketing communications companies in the world. Through its specialty units, the company provides a comprehensive range of marketing services including: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion, relationship marketing. Ogilvy & Mather services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. It is a part of the WPP Group (Nasdaq: WPPGY, www.wpp.com.) For more information, visit www.ogilvy.com.

MarketShare Partners

MarketShare Partners (MSP) is the industry's leading marketing analytics firm that is transforming the world of resource allocation and marketing measurement. Founded in 2005, MSP has helped companies of all sizes enhance their advertising and sales programs, including many of the world's most recognizable brands. The company has developed a suite of proprietary software solutions that enables companies to determine how best to target the 21st Century consumer who, in this era of fragmentation, social media, search and DVRs, is harder to reach. By evaluating key drivers of a company's business, such as macro-economic factors, product innovation, industry and client-specific data as well as brand buzz, MSP helps companies make smarter decisions regarding where to most effectively spend their marketing, sales and promotional dollars. For more information, go to www.marketsharepartners.com.

Media Contacts:

For Ogilvy & Mather Worldwide
Toni Lee
212-237-5090
Toni.lee@ogilvy.com

For MarketShare Partners
Jennifer Stephens Acree
JSA Strategies
(310) 780-3331
jennifer@jsastrategies.com