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**NIRVIK SINGH APPOINTED CHAIRMAN & CEO
OF GREY GROUP ASIA PACIFIC**

A Prime Mover in Grey's Dynamic Development in the Region

New York, December 15, 2008 - - Jim Heekin, Chairman and CEO of Grey Group, today announced that Nirvik Singh has been appointed Chairman and CEO of Grey Group Asia Pacific, responsible for Grey and G2 in the region, effective January 1st 2009. Singh succeeds Mike Amour who has held the top post in Asia Pacific since 2005.

Nirvik Singh has served most recently as both Chairman and CEO of Grey Group South/South East Asia since 2005 and CEO of G2 Asia Pacific since 2007.

"Nirvik Singh is one of the most dynamic and accomplished executives of the new generation of leaders emerging in Asia-Pacific's advertising industry and his promotion underscores the talent Grey possesses in our ranks," Jim Heekin said. "Together Mike and Nirvik have accelerated Grey Group's performance in our 17 Asian markets and created a strong foundation for our rapid growth by recruiting world-class talent, elevating our creative product, winning new business and delivering outstanding client service across the communications spectrum. Their years of partnership ensure that this transition will be seamless. I am confident Nirvik will take Grey to the next level."

Nirvik Singh said, "It is an honor for me to oversee our Asia Pacific operations at this crucial time in the growth and development of the region. Grey is ascending, our brand has great vitality and tremendous potential, and I look forward to building on its success and shaping its future."

Mike Amour will leave Grey Group at year end to take a sabbatical before considering new career opportunities, including potential options within WPP.

Jim Heekin said, "Mike Amour leaves with our sincere gratitude for his contributions to Grey Group in re-engineering and energizing our network in Asia Pacific. He has our best wishes for continued success in the next chapter of his career."



Nirvik Singh: A Rising Star In Asia Pacific Advertising

Nirvik Singh is a 19-year veteran of Grey who was appointed to lead Grey Kolkata at the age of 26 by Grey India's Founder CEO, Ravi Gupta. In short order, the agency grew to become the city's second largest, producing some of India's most pathbreaking campaigns, winning Agency of the Year four consecutive times.

Singh became the head of Grey India at 33 and led its transformation. Under his leadership, Grey India became a profitable, high-profile total communications company and extended its reach in Mumbai, Ahmedabad, Bangalore, New Delhi, Chennai as well as Kolkata. Today, Grey is one of the top 5 agency groups in India and its re-engineering is a B-school case study in success.

Nirvik Singh became COO of Grey South Asia in 1997 and took on the responsibility for its South East Asian operations in 2005. He has led the agency's expansion into Bangladesh, Sri Lanka, Pakistan and Vietnam and has been instrumental in its growth and resurgence in Indonesia, Thailand, Singapore and Malaysia.

As head of G2 Asia Pacific, Singh has made major strides in building the G2 network. He has spearheaded such premier acquisitions as Star Echo in China and RAMS in India, recruited new talent and achieved significant growth. Grey Group Asia Pacific's Total Communications offering, led by Grey and G2, is delivering best-in-class communications across channels and breaking new ground in brand experience and building relationships.

Business Today, one of India's leading business magazines, named Singh one of the 25 young rising stars in India and Media Magazine in Hong Kong named him "Agency Head of the Year" in Asia-Pacific. He has received the Bharat Nirman Rattan Award for outstanding individual achievements and distinguished services to India by the National Integration and Economic Council, among many other honors.

Under Singh's leadership, Grey India won Agency of the Year 2007 at the Brand Asia Summit Awards and Grey Bangladesh won Best Advertising Agency of the Year five consecutive times for Bengali Advertising.

About Grey Group

Grey Group ranks among the largest global marketing communications companies. Its parent company is WPP. Grey Group is represented in 96 countries, with 432 offices operating in 154 cities. Dedicated to delivering big ideas that accelerate brand potential, Grey Group's total offering includes Grey (advertising) and G2 (activation marketing). In the Asia Pacific region, Grey Group covers 29 cities in 17 countries and has a combined staff strength of over 2,000. More information about Grey Group Asia Pacific is available at www.greygroupasiapacific.com

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