

PRESS RELEASE

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MediaCom named M&M Media Agency of the Year 2010

MediaCom has been named Media Agency of The Year at the 2010 M&M Awards, for the second year running.

The M&M Awards recognise and celebrate leading multi-market advertising campaigns, the most innovative and effective work and the finest co-ordination of multi-local advertising strategies.

At the ceremony in London last night, Stephan Allan, Chairman and CEO of MediaCom Worldwide, picked up the award on behalf of the network. MediaCom also picked up five awards for individual campaigns for Dell, Shell, EA and two for Gillette and received two Highly Commended mentions.

The extent of MediaCom's domination was underlined by the number of campaigns that the network had shortlisted - 18 entries across nine categories - which was the highest amount by a single agency network.

Stephen Allan said: "Following the success of our agency at the M&M Awards last night, we have now secured three consecutive Global Agency of the Year titles including the 2009 M&M International Agency of the Year and the 2010 Festival of Media Agency Network of the Year. These wins highlight the genuine cross-market thinking of our network and reward the tremendous efforts of our staff, who work hard to produce excellent work for our clients. I am extremely proud of what we have achieved so far, and I look forward to raising the bar even further."

MediaCom's full list of winners was as follows:

- Best Campaign for Reaching Business & Political Decision Makers - MediaCom India, Dell Heroes
- Best International Corporate Branding / CSR Campaign - MediaCom International, Shell helps drivers save fuel
- Best International Communication Strategy - MediaCom India, Gillette Mach 3: Women Against Lazy Stubble
- The International Targeting Award - MediaCom International, Battlefield Bad Company 2 Launch
- The Effectiveness Award - MediaCom India, Gillette Mach 3: Women Against Lazy Stubble

Highly Commended mentions:

- Best International Launch Campaign - MediaCom International, Battlefield Bad Company 2 Launch
- The Effectiveness Award - MediaCom Philippines, Downy Vanguard

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About MediaCom

MediaCom is one of the world's largest Media Communication Specialists, with billings exceeding US \$23 billion (Source: RECMA) and 111 offices in 89 countries around the globe. Our "People First, Better Results" philosophy drives our strategy and reflects our belief that putting People – employees, clients and consumers – at the core of our business leads to optimum business results. The MediaCom family of companies includes such leaders in their fields as: MediaCom Interaction, our global digital and interactive marketing agency, with future-forward proprietary technology that works to grow clients' businesses; MediaCom Direct, our direct response experts, creating close, measured connections with consumers; MediaCom ESP, entertainment and sponsorship specialists that connect brands to consumers when they are most open to product messages; and MediaCom Business Science, focused on helping clients achieve maximum sales return. MediaCom Worldwide is a member of WPP, the world's largest marketing communications services group, and is a part of GroupM, WPP's media agency group which is the largest worldwide. For more information, visit www.mediacom.com.*

About GroupM

GroupM, the world's leading full service media investment management operation, was created by WPP Plc to oversee its assets in this sector. These assets include MediaCom, MindShare Worldwide, Mediaedge:cia Worldwide and MAXUS. The focus of GroupM is the intelligent application of volume and scale in trading, innovation and quality of services, in order to bring benefit to clients and the companies it operates. For further information, visit us www.groupm.com

About WPP

WPP is the world's largest communications services group. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising; media investment management; consumer insight; public relations and public affairs; branding and identity; healthcare communications; direct, digital, promotion and relationship marketing and specialist communications. The company employs 140,000 people (including associates) in 2,400 offices in 107 countries. For more information, visit www.wpp.com.*

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