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Press release

MindShare tops industry survey for the third year running

For immediate release
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Singapore

MindShare has been ranked top media agency for the third year in a row, according to Marketing Magazine's annual industry poll. MindShare also remained firmly in the list of top 10 interactive agencies and, for the first time, made the list of top 10 direct marketing agencies.

The Singapore survey was based on over 1,400 responses from client marketers and agency staff. Respondents were asked to nominate their first, second and third preferred agency. MindShare was rated first in a field of more than 150 nominated agencies.

In the media agency ranking, MindShare topped the ranking amongst both agency staff and more than 700 client marketers. Notably, Marketers with regional or international responsibilities rated MindShare particularly highly.

Client marketer rankings of media agencies 2007 (Singapore):

- 1 MindShare
- 2 OMD
- 3 ZenithOptimedia
- 4 Mediaedge:cia
- 5 Starcom
- 6 Universal McCann
- 7 Carat
- 8 PHD
- 9 Ogilvy
- 10 MAXUS

MindShare was rated first amongst marketing managers, the entertainment and consumer product sectors, financial services, IT, telecommunications, travel and transport, the survey shows. MindShare's diversified client roster includes Asia Pacific Breweries, DBS, EDB, HSBC, Motorola, Nestle, Nike, Unilever, while notable account wins this year include Health Promotion Board, Lee Kuan Yew School of Public Policy, Ministry of Health, Singapore Design Council & MediaRing.

MindShare remained firmly in the list of top 10 interactive agencies, climbing 3 places this year, receiving particularly strong endorsements from the sample of marketers. Notable wins this year included DBS, HSBC, CMC Markets, and Sentosa.

For the first time, MindShare was also voted the top 10 Direct Marketing Agency by clients & peers alike.

Said Singapore CEO Jeffrey Seah "2007 is the year MindShare showed the marketing world a glimpse of the vast potential a media agency can offer the business world. We are continuing to aggressively develop our digital, content, planning and analytics capabilities and its great to see our efforts being perceived in such a positive light by the industry. This is not just an accolade for MindShare, but for the entire agency industry at large."

MAXUS entered the list of top 10 media agencies for the first time, improving seven rankings last year's survey. This is a significant milestone for MAXUS - a media agency brand specially created by WPP for Asia-Pacific marketers.

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MindShare is a global media investment management company with billings in excess of \$18.7 billion (source: RECMA). The network consists of 97 offices in 66 countries throughout the USA, Latin America, Europe, Middle East, and Asia Pacific. MindShare is a member of WPP, one of the world's leading communications services groups. For more information, please visit: www.mindshareworld.com.

GroupM, the world's leading full service media investment management operation, was created by WPP Group to oversee its assets in this sector. These assets include 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 more information, please visit: www.groupm.com.