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FOR IMMEDIATE RELEASE

GREY GROUP ANNOUNCES THE CREATION OF 'GREY UNITED' IN ITALY

New York -- January 14, 2014 -- Grey Group today announced the merger of 'Grey Milan' and '1861 United', to create a new Italian agency 'Grey United' based in Milan.

The enlarged full-service agency will be led in Italy by the founders of 1861 United, Pino Rozzi and Roberto Battaglia. This follows the decision of Chief Executive Officer Mario Attalla to leave Grey Milan after eight successful years with the company.

Employing over 100 professionals and serving over 25 clients, 'Grey United' will provide a full range of marketing services including creative, strategy, digital, technology execution and social media management.

David Patton, President and CEO of Grey EMEA, commented, "I'm delighted to have joined forces with 1861 United, one of Italy's most dynamic and creative agencies. In 'Grey United' we have created a strong and future-facing agency that will have a clear distinction in the Italian market. This is an excellent evolution for our clients and staff, as the combined agency will undoubtedly bring new scale and capabilities to the market place.

I'm really looking forward to working very closely with Pino and Roberto. They have a great reputation in the Italian market and their creative firepower will certainly bring amazing energy to the agency. I think they will absolutely thrive being part of the Grey network.

I also want to thank Mario Attalla for his commitment and loyalty to Grey and wish him every success for the future. Under his leadership, Grey Milan has been consistent in what has been a very tough market environment over the past few years."

Pino Rozzi, CEO and ECD and Roberto Battaglia, President and ECD of 'Grey United' stated "We are honoured and excited to be joining Grey. The network is in the midst of a strategic revival, which was confirmed by the 36 Lions won at Cannes this year and being awarded 2013 Euro Effies Agency

of the Year. The integration of the two agencies under our leadership will bring significant advantages to our local and international clients. We're very excited by the opportunities this merger will create for everyone involved – clients and employees.”

Massimo Costa, WPP Italy Country Manager commented “The merger between Grey and 1861 United is evidence of the excellent co-operation between WPP companies. ‘Grey United’ will be a formidable agency and will have the full support of WPP’s resources and firepower behind it.”

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About Grey

Grey is the advertising network of Grey Group. Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ: WPPGY). Under the banner of "Grey Famously Effective Since 1917," the agency serves a blue-chip client roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, Diageo, HSBC, Pfizer, Canon, 3M, NFL, Boehringer Ingelheim, Vodafone and Volvo. (www.grey.com).

Grey Global is Adweek's "2013 Agency of the Year".

Grey EMEA is the European Effies Agency of the Year 2012 and 2013.

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