

## WPP Group plc Signs Definitive Merger Agreement with Yankelovich Holdings, Inc.



**January 9, 2008 – NEW YORK, NY.** *Yankelovich Holdings, Inc. ("Yankelovich")* has signed a definitive merger agreement with *WPP Group plc ("WPP")* to merge with *Henley Centre HeadlightVision*, WPP's consumer trends and futures research and consultancy business and a unit of *Kantar*, WPP's information, insight and consultancy division. The merger will become effective upon the satisfaction of certain conditions.

The aim of the merger is to offer clients a more comprehensive and global insight into consumer change and an ability to act on those insights. *Yankelovich*, the leading U.S. consumer trends and lifestyle research business, will benefit from access to *Henley Centre HeadlightVision's* global trends intelligence network and qualitative research expertise. In turn, *Henley Centre HeadlightVision* will be strengthened by *Yankelovich's* U.S. brand profile and client reach and leading expertise in trends research and segmentation analytics. *Yankelovich* is renowned for the *Yankelovich MONITOR®*, the longest-running, most in-depth study of U.S. consumer value and lifestyle trends. *MONITOR* predicts the forces shaping U.S. consumer attitudes, values, lifestyles and behavior and identifies breakthrough marketplace opportunities. Two other divisions of *Yankelovich*, *Insights Integration* and *The Segmentation Company*, offer unique segmentation and database solutions to create actionable attitudinal and needs-based segmentations to drive marketing productivity.

*Yankelovich* and *Henley Centre HeadlightVision* will be integrated operationally under Sian Davies, currently CEO of *Henley Centre HeadlightVision*. J. Walker Smith will remain President of *Yankelovich* and Steve Bodhaine and Kevin Brown will continue in their roles as President, *The Segmentation Company* and EVP, Sales, respectively. The core vision and focus of the combined company will be global consumer trends and lifestyle insights and future-facing research and consultancy services to drive value from these insights. According to Davies, "merging *Henley Centre HeadlightVision* with *Yankelovich* creates an unprecedented opportunity to offer consumer trends research and consultancy services on a truly global basis. We are seeing major shifts in consumer attitudes and lifestyles as BRIC and other fast growing economies expand, as health and wellbeing and environmental concerns gather pace globally, and as consumers use new

media in innovative ways. The combined capabilities of *Yankelovich* and *Henley Centre HeadlightVision* will enable our clients to embrace the future and drive actionable insight and inspiration.”

*Yankelovich* and *Henley Centre HeadlightVision* will have a combined staff of 145 researchers and consultants based in Chapel Hill, NC, New York, London, Delhi, and Mumbai. Plans to expand into China are already underway. Their combined capability brings together extensive expertise across many industries, including consumer packaged goods, financial services, media and telecommunications, travel and leisure, and the public sector, as well as leading edge practices in health, sustainability, and multicultural marketing. “As the consumer marketplace continues to mature and as brands search harder than ever for meaningful differentiation and consumer engagement, the biggest challenge is identifying what constitutes value worth paying for” says J. Walker Smith. “The study of trends shows marketers where emerging value is to be found and thus what to do in building equity and opportunities for their brands. By coming together, *Yankelovich* and *Henley Centre HeadlightVision* will become the global thought-leader in ideas and applications for identifying tomorrow's sources of value”.

***Gridley & Company LLC served as the exclusive financial advisor to Yankelovich in the transaction.***

### **About Yankelovich**

Yankelovich is a leading consumer market research and analytics company that has helped marketers understand consumer values and behavior since 1958. The company has studied consumer attitudes, values and lifestyles for 50 years, creating cutting-edge expertise and the largest database of US consumer attitudes and trends. The Yankelovich brand name is widely recognized by Fortune 1000 marketers as a leading source of consumer insights, particularly consumer trend data in the US. Yankelovich consumer segmentation research and consulting services provide deep consumer behavioral expertise to marketers as well as actionable data to employ in targeted marketing strategies.

### **About Henley Centre HeadlightVision**

Henley Centre HeadlightVision is Europe’s leading consumer trends business. We provide intelligence, research and consultancy solutions to blue chip clients around the world. Our mission is to help our clients create better futures. All of our work is informed by our proprietary global knowledge base of consumer trends and futures insights. We have a global footprint with offices in London, New York, Mumbai and Delhi and an intelligence network that spans over 28 countries.

## **About Kantar**

Kantar is one of the world's largest research, insight and consultancy networks and part of the WPP Group. We help clients make better business decisions through a deeper understanding of their markets, their brands and their customers. Kantar brings together a diverse group of outstanding marketing insight and consulting companies – each an expert in their field who can work together seamlessly to help clients address business issues in an holistic and strategic way. Companies include: Added Value Group, AMRB, BMRB, BPRI, Cannondale Associates, Center Partners, Glendinning Management Consultants, Henley Centre Headlight Vision, IMRB, Kantar Operations, KMR Group, Lightspeed Research, MVI, Mattson Jack Group, Millward Brown, Research International, RMS and Ziment Group. The Group has 22 companies operating in 70 countries worldwide.

## **About WPP**

WPP (NASDAQ: WPPGY) is one of the world's leading communications services groups, providing national, multinational and global clients with advertising; media investment management; information, insight & consultancy; public relations & public affairs; and branding & identity, healthcare and specialist communications. WPP's worldwide companies include JWT, Ogilvy & Mather Worldwide, Y&R, Grey Worldwide, The Voluntarily United Group of Creative Agencies, MindShare, Mediaedge:ia, MediaCom, Millard Brown, Research International, KMR Group, OgilvyOne Worldwide, Wunderman, 141 Worldwide, Grey Direct, Hill & Knowlton, Ogilvy Public Relations Worldwide, Burson-Marsteller, Cohn & Wolfe, GCI, CommonHealth, Sudler & Hennessey, Ogilvy Heathworld, Grey Healthcare Group, The Brand Union, Landor, G2 Worldwide and Fitch, among others. Collectively, WPP employs 100,000 people in over 2,000 offices in 106 countries.

## **About Gridley & Company LLC**

Gridley is a boutique investment bank that provides financial advisory services to companies in the Information Services industry with a specific focus in the following sectors: Financial Technology; Marketing Services; Data Services; Outsourcing Services and Internet Services. Our dedicated industry focus, thoughtful strategic insights and extensive relevant transaction experience differentiate us from other Wall Street firms and lead to successful results for our clients. Gridley & Company LLC was founded in 2001 and is headquartered in New York City.