



For Immediate Release

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WPP'S KANTAR GROUP ACQUIRES MATTSON JACK, A LEADING US HEALTHCARE CONSULTING COMPANY

The Kantar Group, WPP's information, insight and consultancy division, has acquired The Mattson Jack Group (MJG), a leading US based healthcare consultancy. The company, founded in 1986 and headquartered in St. Louis, employs 94 people across six offices including Kansas City, London, Parsippany (NJ), Philadelphia and Phoenix.

MJG clients include Abbott, Amgen, Aventis, AstraZeneca, Genentech, GlaxoSmithKline, Johnson & Johnson, Novartis, Pfizer and Takeda. Services provided include modeling and forecasting, strategic analysis and planning, counseling on the licensing of products, M&A planning and support, technology assessments and optimization of promotional spend and brand life extension.

In recent years, MJG has begun to generate a growing proportion of its revenues from outside the US and through the provision of multi-client products and databases such as EpiDatabase®, Forecast Architect® and CancerMETRIC™.

All key management including co-founders and co-CEO's Bill Mattson and Bill Jack as well as President Richard Martin have signed long term employment contracts. MJG will operate as a stand-alone entity within Kantar with Bill Mattson and Bill Jack jointly reporting to Kantar CEO Eric Salama.

Commenting on the acquisition MJG CEO Bill Mattson said "Mattson Jack is honored to join the WPP/Kantar family. We see considerable synergy with several other units of WPP/Kantar, particularly those with important interests in the Rx pharma market. We look forward to continuing robust growth through expanding service to our clients as a result of our new relationship."

Kantar CEO Eric Salama said "I'm absolutely thrilled that MJG are joining us. They are the most talented group of people operating in their field and we're excited about the possibilities of working together. Healthcare is a key area of focus and growth for us and MJG will be a critical part of that offer. Together with Ziment and capabilities elsewhere within Kantar we now have some of the deepest healthcare experience and talent available."

For further information, contact:

Bill Mattson
billmt@mattsonjack.com / +1 314 469 7600

Eric Salama
esalama@wpp.com / +44 20 7656 5702 / +1 203 255 7889

EDITORS' NOTES:

The Kantar Group is WPP's Information, Insight and Consultancy division. Kantar companies include Added Value, BMRB, BPRI, Center Partners, Diagnostic Research, Fusion 5, Glendinning, Henley Centre, icon, IMRB, Kantar Media Research, Lightspeed, Management Ventures, Millward Brown, pFour, Research International and Ziment.

WPP is one of the world's leading communications services groups, providing national, multinational and global clients with advertising; media investment management; information & consultancy; public relations & public affairs; branding & identity, healthcare and specialist communications. Besides The Kantar Group, WPP's worldwide companies include J. Walter Thompson, Ogilvy & Mather Worldwide, Young & Rubicam, Red Cell, MindShare, Mediaedge:cia, OgilvyOne, Wunderman, Hill & Knowlton, Ogilvy Public Relations, Burson-Marsteller, Cohn & Wolfe, CommonHealth, Sudler & Hennessey, Enterprise IG and Landor, among others.

WPP companies provide communications services to clients worldwide including more than 330 of the Fortune Global 500; over one-half of the NASDAQ 100 and 42 of the Fortune e-50. WPP companies work with over 330 clients in three or more disciplines; more than 230 clients in four disciplines and over 200 clients in six or more countries.

Collectively, WPP employs more than 62,000 people in 1,400 offices in 103 countries.

The Mattson Jack Group (MJG) is a leading health care consulting firm, focusing primarily on the pharmaceutical / biotech industry. The MJG mission is to "*accelerate client growth through advanced analysis, planning, decision support and implementation.*"

MJG core competencies are business analytics, corporate development services and business optimization strategies. The company is best known for its product forecasting / modeling, R&D and product assessment, licensing and acquisition support, promotional response modeling and brand optimization strategies. MJG also offers syndicated consulting reports and / or specialized software, which are widely used by subscribers, including EpiDatabase®, Forecast Architect®, CancerMETRIC™ and Japan PharmaCyclopedic. These are knowledge tools used by commercial planners and executives.