



For Immediate Release

JWT and Spot Runner Form Strategic Alliance to Offer Highly Targeted, Local TV Campaigns and Develop New Advertising Services Based on Emerging Video Platforms

NEW YORK AND LOS ANGELES (JULY 31, 2006) – JWT, one of the world’s largest ad agencies, and Spot Runner, the first Internet-based ad agency, today announced they have entered into a strategic alliance to collaborate on national clients who want a scaleable, local TV advertising solution and the ability to advertise within emerging video platforms, such as online video, video-on-demand and IPTV.

“JWT’s partnership with Spot Runner reinforces our commitment to work with innovative companies to create and deliver cutting edge ideas that engage today’s empowered consumers,” said Bob Jeffrey, CEO of JWT. “This is one of several key initiatives we have developed to offer our clients multiple targeted, local solutions for global brands.”

JWT has already begun offering Spot Runner’s advertising platform to its list of market-leading clients who want to extend their brand messaging to the local level and also maintain centralized control over their national brand image. Clients’ local representatives or franchisees will be able to use Spot Runner’s online platform to select commercials, customize them and plan cost-effective and targeted TV advertising campaigns in local media markets.

“We are honored to have the opportunity to work with JWT, one of the world’s most prestigious ad agencies,” said Nick Grouf, president and CEO of Spot Runner. “We believe Spot Runner’s unique advertising platform offers JWT two immediate benefits. The first is a turnkey solution to efficiently support their national clients and give them the ability to implement highly localized TV advertising programs. The second is the opportunity to leverage Spot Runner’s technology platform to explore new advertising mediums, such as online video. As content delivery continues to fragment, it is more critical than ever to offer clients a wide variety of advertising options.”

Media Contacts

JWT
Erin Johnson
erin.johnson@jwt.com
(212) 210-7243

Spot Runner
Rosabel Tao
rosabel@spotrunner.com
(310) 430-7917

About JWT

JWT, which celebrates its 142nd anniversary this year, ranks as the largest advertising agency brand in the United States and as the fourth largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY).

About Spot Runner

Headquartered in Los Angeles, Spot Runner, Inc. is a privately held, Internet-based advertising agency that makes it fast, easy and affordable for local businesses to advertise on TV. Its revolutionary approach to commercial production, media planning and media buying gives local businesses access to a powerful marketing tool that was previously out of their reach. The entire process is automated online, making it cost-effective for even the smallest of businesses to use. The company's co-founders, Nick Grouf and David Waxman, previously founded PeoplePC and Firefly Network, which were acquired by EarthLink and Microsoft, respectively. Visit Spot Runner online at www.spotrunner.com.



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