

WPP and nPario Launch Partnership to Improve Data-Driven Decision-making for Marketers and Advertisers

Strategic Investment and Partnership To Increase the Effectiveness of Digital Marketing Investments

New York and Palo Alto, Calif. – May 17, 2011 —WPP (NASDAQ: WPPGY), the world’s largest communications services group, and nPario, a leading provider of technology solutions and applications designed to analyze extremely large volumes of online and offline consumer data (“Big Data”) for monetization and marketing optimization, announced today a strategic alliance that will enable the two companies to work together and continue to drive digital media and marketing innovation. WPP Digital is also making a strategic investment in nPario and will assume seats on the nPario board.

Under the terms of the new partnership, WPP and nPario will integrate online and offline data from WPP companies into the nPario platform and jointly develop solutions that help marketers and publishers gain faster access to audience insights drawing from multiple systems and research partners.

“The application of technology to the management, mining and actioning of information has always been a core competency for direct marketers and their agencies, but over the past several years the data have become exponentially more diverse, faster-moving and higher volume,” said Mark Read, CEO of WPP Digital. “We are pleased to be partnering with nPario to help us scale marketing analytics for the new era.”

“In today’s digital world and proliferation of consumer channels, data is the single, most important asset in the tool box of marketers. The strategic relationship with WPP allows us to collaborate and deliver better products to advertising agencies and marketers,” said Bassel Ojjeh, president and CEO of nPario.

nPario contact

Emilia Palaveeva

nParioInc

Emilia@npario.com

206-890-8973

About WPP

WPP is the world's largest communications services group with billings of \$66 billion and revenues of approximately \$15 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising; media investment management; consumer insight; public relations and public affairs; branding and identity; healthcare communications; direct, digital, promotion and relationship marketing and specialist communications. The company employs over 146,000 people (including associates) in 2,400 offices in 107 countries. For more information, visit www.wpp.com.

About nPario Inc.

With operations in North America and the EMEA region, nPario offers data products and services that enable organizations to understand and target consumer intent. Led by CEO and co-founder Bassel Ojeh, nPario's team has worked on the largest data sets in the world for companies like Microsoft, Yahoo, Adobe, Oracle and SAS. Today, we are channeling our expertise into nPario. For additional information visit www.npario.com