

Interactive Agency Refinery Acquired by WPP's G2 Worldwide

AdMedia Partners advises leading interactive marketing solutions agency in sale to global marketing services network

New York, July 13, 2007 – WPP's G2 Worldwide, a leading global marketing services network specializing in digital communications, direct marketing, shopper marketing and design, has acquired Refinery, a leading interactive marketing agency. AdMedia Partners (<http://www.AdMediaPartners.com>), a New York financial advisory firm specializing in mergers and acquisitions for the advertising and marketing services, media, and related interactive, online and information services businesses, represented Refinery in the acquisition.

Headquartered near Philadelphia, Refinery employs 79 people, and has grown to become a major industry player since its inception 12 years ago. The agency has been a leader in the interactive field, leveraging innovative digital technologies to bring consumers and brands closer together for such clients as Merck, Campbell's, Merrill Lynch and Amgen.

This investment represents the latest initiative in G2's growth strategy, as the agency continues to expand and further develop its digital capabilities on a global scale. Last month, G2 acquired Star Echo, a leading agency in China, which offers activation marketing throughout the region. Other recent acquisitions include MDS Boole, a leading data and metrics consultancy in Spain, boosting G2's digital offering in Europe.

Joe Celia, Chairman & CEO, G2 Worldwide, said, "Bringing Refinery into the G2 group exemplifies our strategy going forward to field a truly unique offer in digital marketing services.

In today's market it is not enough to excel at strategy and creative, but we have to be able to deliver the goods in technology, analytics and operational excellence too. By combining Refinery's best-in-class capabilities in these areas, with G2's digital marketing expertise, we provide clients with a new level of excellence in end-to-end interactive marketing services, and move our agency further in building an industry-leading, global communications network of the future."

Refinery's capabilities will be integrated with G2's North American business unit, G2 Interactive, a pioneer in the digital marketing sector for the past 14 years, and will operate under the leadership of its President, John Paulson.



Already a significant player in the digital arena, G2 was ranked in 2007 among Advertising Age's top interactive agencies in North America, and was recently recognized with a Gold Award from the New York Festivals, and a Bronze Cannes Cyber Lion award, for its work for client Audi, produced by its Germany-based digital hot-shop, Argonauten G2.

Since the beginning of the year G2 has expanded its client roster around the world with significant digital wins in North America from Campbell's and Canon; Visa for the Olympics in Asia; and additional assignments in Europe and Latin America from long-standing client The Coca-Cola Company.

Refinery's revenues for the year ended 31 December 2006 were US\$ 21.1 million, with gross assets at the same date of US\$8.6 million.

About G2 Worldwide

G2 is a leading global network of specialist marketing services companies dedicated to activation marketing and brand communications beyond advertising. Using deep marketplace and consumer insights, innovative marketing techniques and emerging media and technologies, G2 elevates a brand's communications across multiple touchpoints to achieve greater relevancy and impact. G2 offers clients services in digital communications, direct marketing, data analytics, shopper marketing and design, to build their brands and businesses. With 86 offices in 42 countries around the world, clients include: The Absolut Spirits Company, Adobe, The Coca-Cola Company, GlaxoSmithKline, Kodak, Kraft, Mars, Nokia, Pfizer, Procter & Gamble and Volkswagen. G2 is a partner company of Grey Group and a member of WPP (NASDAQ: WPPGY). For more information, please visit <http://www.g2.com>.

About AdMedia Partners

AdMedia Partners is a leading boutique financial advisory firm that provides middle market mergers and acquisitions advisory services to advertising and marketing services, media and publishing, and related Internet businesses. Founded in 1990 and located in New York City, the firm has completed over 150 transactions worth over \$5 billion since 1999.

Select recent Interactive and Internet Marketing transactions completed by AdMedia Partners include:

- * Representing Ignite Health, a leading interactive healthcare marketing agency, in its acquisition by inVentiv Health.
- * Representing Spannerworks, a leading U.K. search engine marketing agency, in its acquisition by iCrossing.
- * Representing New Media Strategies, a leading online word-of-mouth marketing agency, in its acquisition by Meredith Corporation.

- * Representing Genex, an interactive marketing services firm that specializes in online customer relationship marketing, in its acquisition by Meredith Corporation.
- * Representing Medical Broadcasting Company, one of the largest independent interactive healthcare agencies, in its acquisition by Digitas Inc.
- * Representing Bridge Worldwide, an interactive relationship marketing agency, in its acquisition by Wunderman, a unit of WPP Group.
- * Representing Dynamic Logic, the leading independent marketing research company, in its acquisition by Millward Brown, a unit of WPP Group.
- * Providing strategic advice to aQuantive in its acquisition of sbi.razorfish.
- * Representing Impulse Marketing Group, an online lead generation affiliate marketing company serving the financial services industry, in its acquisition by an undisclosed buyer.
- * Representing CFM Direct, a leading direct marketing agency, in its acquisition by Merkle, a leading database marketing agency.

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