

WPP Group's Ogilvy Public Relations Worldwide Announces Acquisition of Federalist Group, a Government Relations Firm

AdMedia Partners, a New York financial advisory firm specializing in middle market mergers and acquisitions advisory services, represented Federalist Group

NEW YORK, NY – Sept. 12 – WPP Group's Ogilvy Public Relations Worldwide today announced the acquisition of the Federalist Group LLC, a U.S. government relations firm. AdMedia Partners (<http://www.AdMediaPartners.com>), a New York financial advisory firm specializing in mergers and acquisitions advisory services to the marketing communications, media, interactive and information services industries, represented the Federalist Group in the acquisition.

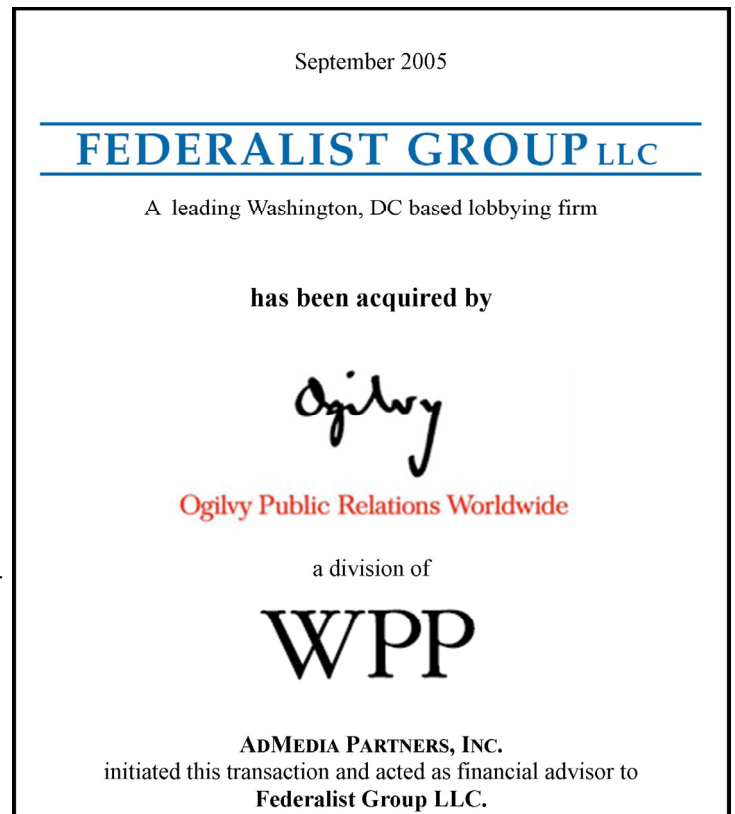
The official release is as follows:

WASHINGTON, DC – Sept. 12 – Ogilvy Public Relations Worldwide (Ogilvy PR), a leading global communications firm, announced today the acquisition of the Federalist Group, a premier government affairs firms in the nation's capital. The Ogilvy PR-Federalist Group partnership results in a paramount government affairs offering at the national, state and local level.

This agreement significantly strengthens both organizations as government decisions continue to have a growing affect on companies' and industry's operations. The Federalist Group specializes in government relations and has earned an unsurpassed reputation for successful legislative and regulatory advocacy. Its partners include Wayne Berman, a former political appointee under President Bush (41) and former senior advisor for the Bush/Cheney Transition Team (2001). Ogilvy PR is a global public relations firm with a full range of communications services housed within seven practices. Its global CEO is Marcia Silverman and the Washington office is headed by Robert Mathias, both of whom are long-time Washingtonians.

Ogilvy PR is already an industry leader in strategic public affairs counsel and currently offers an extensive range of services, including creating and managing alliances, mobilizing stakeholders, grassroots support and engaging the media in North America, Europe and Asia. Through the acquisition, both firms will be able to deliver even greater insights into the factors shaping state, national and international policy.

"Acquiring such a leading and influential group in Washington is tremendously exciting, and promises outstanding results in government relations for our current and future clients," said Marcia Silverman, chief executive officer of Ogilvy PR. "The merger of the Federalist Group's wealth of knowledge in government affairs with our existing expertise will bring new dynamism to this increasingly important area of communications and advocacy."



Stewart Hall, founder and CEO of the Federalist Group, will continue to head up its operations. Hall is highly respected throughout the industry and has more than 13 years of experience inside the Beltway. He brings a sophisticated understanding of government affairs, legislative and regulatory environments and has been instrumental in altering and amending federal policy in the areas of telecommunications, defense, transportation and finance.

"We view direct advocacy as a complimentary piece of a larger offering that includes public relations, relationship building, grassroots support and issues management," said Hall. "Ogilvy PR's talent and global network allows us to do that."

"Ogilvy PR's creativity and approach to client issues is simply unmatched in this town. They are the perfect partner to have," added Berman.

"Both firms clearly recognize that present-day government relations requires far more sophisticated solutions that integrate all communications components and continuously provide outstanding results," said Robert Mathias, managing director of Ogilvy PR's Washington office. "These results can only be achieved with the combined efforts of Ogilvy PR and the Federalist Group. This is a natural partnership both on paper and in person and I am delighted that Stewart and his colleagues have joined us - they are truly among the best in the business."

Other key players within the Federalist Group include John Green, partner and former executive director of the New Republican Majority Fund (NRMF), Senator Trent Lott's (R-MS) political action committee; Drew Maloney, partner and former administrative assistant and legislative director for House Majority Whip Tom Delay (R-TX); and James Jay Baker, partner and former chief lobbyist and chairman of the NRA's political action committee. The firm will be known as the Federalist Group, an Ogilvy PR Company.

The two firms already share business and have plans to co-locate in Washington, DC. Ogilvy PR/Washington recently relocated to a custom-designed space at 1111 19th Street NW.

About Ogilvy Public Relations Worldwide

Ogilvy Public Relations Worldwide is a global communications firm, with offices in more than 60 cities around the world. Entering its 25th year providing public relations solutions, Ogilvy Public Relations Worldwide has specialties in consumer marketing, corporate (B2B), health & medical, technology, public affairs, government relations and entertainment. Through its subsidiary Feinstein Kean Healthcare, Ogilvy Public Relations Worldwide provides communication consulting to biotechnology companies. The Holmes Report has named Ogilvy Public Relations Worldwide 2003 International Agency of the Year; marking the fourth consecutive year the firm has been awarded "Agency of the Year." Ogilvy Public Relations Worldwide is part of the WPP Group, the world's largest marketing communications company (<http://www.wpp.com>). For more information, visit our Web site at <http://www.ogilvypr.com>.

About The Federalist Group, LLC

The Federalist Group, a Washington-based government relations firm, specializes in legislative advocacy, policy initiatives, securing federal appropriations, legislative and executive relationship building, regulatory advocacy and grassroots campaigns. The Federalist Group's professional staff has decades of experience in grassroots and advocacy groups, campaigns, House, Senate and Executive offices and prides itself on the ability to anticipate and mitigate actions by government that can adversely affect clients' profitability and stability. For more information, visit our Web site at <http://www.federalistgroup.com>.

About AdMedia Partners

AdMedia Partners (<http://www.AdMediaPartners.com>) 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 100 transactions since 1999.

Transactions completed by AdMedia Partners in the last three months include:

- * Representing Federalist Group, a Washington, DC based government relations firm, in its acquisition by Ogilvy Public Relations Worldwide, a unit of WPP Group.
- * Representing Grupo Editorial Expansión, Mexico's second largest magazine publisher, in its acquisition by Time Inc., a subsidiary of Time Warner.
- * Representing Gruner+Jahr USA in its sale of *Inc.* magazine and *Fast Company* magazines to Mansueto Ventures LLC.
- * Representing Dynamic Logic, the leading independent marketing research company, in its acquisition by Millward Brown, a unit of WPP Group.
- * Representing Taylor Rafferty, an independent global investor relations and financial communications advisor, in its sale to Xinhua Finance, China's premier financial services and media company.

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