



EMBARGOED UNTIL WEDNESDAY, 21ST JUNE 2006

LEADING AD-AGENCIES LAUNCH GLOBAL INITIATIVE ON AIDS

Cannes Lions International Advertising Festival (18-25 June): Cake, Grey, JWT, Lowe Worldwide, Ogilvy, Wieden + Kennedy 12 and Y&R join Global Media AIDS Initiative (GMAI)

Seven of the world's leading advertising and marketing agencies today announced a major international project to create a new generation of advertising to raise awareness on HIV and AIDS, 25 years after the disease was first diagnosed.

The agencies: Cake, Grey, JWT, Lowe Worldwide, Ogilvy, Wieden + Kennedy 12 and Y&R, will each produce a new spot to be premiered on World AIDS Day on December 1st. Each will tackle a specific issue that significantly contributes to the spread of HIV, including unsafe sex, stigma and gender inequality.

The agencies are producing their work *pro bono* and will make them available rights free to media outlets around the world on-air, on-line and on-mobile to reach the largest possible audience. Other participating agencies will be announced at a later date.

The effort is part of the Global Media AIDS Initiative (GMAI), which was launched by UN Secretary-General Kofi Annan in 2004. The GMAI aims to mobilise the world's media in the fight against AIDS. Since its launch 139 media companies from 69 countries have participated in developing, producing or airing HIV and AIDS messaging. The initiative was conceived by the Kaiser Family Foundation and UNAIDS.

Bill Roedy, Vice Chairman of MTV Networks and Chairman of the Global Media AIDS Initiative, and Sir Martin Sorrell, CEO of WPP, approached the agencies and asked them to use their expertise in the battle against AIDS.

"The test of talent in our business is the power to persuade. There's never been a tougher test than this one - nor one more critical," Sorrell said.

Globally, 40 million people are now infected with HIV and every six seconds someone is infected with the virus. More than half of new infections are among young people, and more than half are among women.

Roedy said: "Some 25 million people have died from AIDS. Until there is a vaccination our most powerful weapon for prevention is education. Media has a critical role in this fight and must do more. These agencies have some of the best creative minds in the world. This effort will make a real difference. I am grateful to Sir Martin Sorrell and all the agencies for their critical role in helping to bring this together."

Roedy said that MTV Networks will offer the spots to all of its 50 MTV channels globally, reaching a potential audience of 1.3 billion people, along with MTV's Websites, broadband services and mobile TV channels.

The spots will also be made available to World Broadcasting Union members and GMAI participating companies. Other media outlets wishing to use the spots can also contact MTV Networks International (gmai@mtvne.com).

The GMAI website is at: www.thegmai.org

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