



LEADING AD AGENCIES LAUNCH INNOVATIVE WORLD AIDS DAY CAMPAIGN – *TURN ON TV*

HIV PREVENTION SPOTS TO DEBUT ON TV, WEB & MOBILE

London/New York, 27th November 2006 - Seven of the world's leading advertising and marketing agencies have collaborated to produce a new multi-platform campaign, *Turn on TV*, on HIV and AIDS prevention in support of the Global Media AIDS Initiative (GMAI). The agencies, which include 180 Amsterdam, Cake, Lowe Worldwide, Ogilvy, Wieden + Kennedy 12 and Y&R, have partnered with WPP and MTV Networks International to debut the campaign on World AIDS Day, 1st December.

The 24 spots will be made available to all MTV channels globally to a potential audience of more than one billion people, as well as on MTV's Web and mobile platforms, through the Staying Alive campaign (www.staying-alive.org/turnontv). They address a variety of issues related to HIV prevention and stigma, as well as tackle subjects that significantly contribute to the spread of HIV.

The spots will be offered rights-free and cost-free to any broadcaster or content distributor to get critical HIV prevention messages out to the widest possible audience.

The GMAI, which was launched by UN Secretary-General Kofi Annan in 2004, aims to mobilise the world's media in the fight against AIDS. Bill Roedy, President of MTV Networks International, is the Founding Chair of the GMAI's Leadership Committee. Since its launch 150 companies from 76 countries have participated in developing, producing or airing HIV and AIDS messaging. The initiative was conceived by the Kaiser Family Foundation and UNAIDS.

Sir Martin Sorrell, CEO of WPP, in partnership with Mr Roedy, approached the agencies earlier this year asking them to use their expertise to fight HIV & AIDS – 25 years after the disease was first diagnosed. The agencies produced their work *pro bono*, and some will release additional spots early in 2007.

"This unique campaign mobilises the most innovative communications experts from the worlds of media and advertising to deliver powerful HIV prevention messages across multiple screens," commented Mr Roedy. "The agencies have marshalled incredible

talent, from their directors, designers, actors and musicians, for a campaign that addresses the hard hitting issues behind the rise in HIV infection, particularly among youth and women. *Turn on TV* is a great example of the important role media can play in helping prevent HIV infection through creativity and collaboration."

"The agencies have produced powerful work with these new AIDS spots. They show what we can do when we put our creative talents to the service of the global fight against AIDS," said Sir Martin.

Globally, 39.5 million people are now infected with HIV, with 4.3 million new infections in 2006. 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. (Source: UNAIDS)

Turn on TV is also being 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 (piot.sara@mtvne.com).

The GMAI website is at: www.thegmai.org

-Ends-

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***TURN ON TV* – APPENDIX**

BACKGROUND ON PARTICIPANTS & STATEMENTS OF SUPPORT

About 180 Amsterdam

180 Amsterdam is an independent, international creative agency which employs 100+ people from over 20 countries. 180's client roster includes adidas International, Sony Consumer Electronics USA, Amstel, Motorola, Opel, Glenfiddich, Omega Watches, Amnesty International, and Dr. Pepper.

www.180amsterdam.com

Richard Bullock, Executive Creative Director of 180 Amsterdam, said:

"Much like an individual's decision to give a portion of their salary to charity each year, we feel an obligation as an agency to devote a portion of our business time and expertise to charitable causes. This is also why we do work for Amnesty International and it's why we jumped at the chance to be part of this initiative. We have more than 20 nationalities on staff and so the global reach and importance of the project appealed to our people. Everyone wanted to have a go at the project. MTV made it very easy to be involved and gave us immense freedom. Our relationships with the STINK Production Company and Ivan Zacharias through adidas gave us the perfect partner to bring our idea to life. Most importantly we hope our ideas make people think, and that they really help in the fight against AIDS."

About Lowe Worldwide

Lowe Worldwide was founded in London in 1981. Today, the group is the 14th largest network* - with agencies in more than 85 countries – but the 7th most awarded agency network in the world**.

Headquartered jointly in New York City and London, Lowe Worldwide is a member of the Interpublic Group of Companies (NYSE:IPG), one of the world's leading advertising agencies and marketing services holding companies.

* The Gunn Report, 2006

** Advertising Age Agency Report, 2006

www.loweworldwide.com

www.loweuk.com

Tony Wright, Chairman of Lowe Worldwide, said:

"There is no greater global emergency than the HIV & AIDS epidemic. Greater knowledge and understanding is one of the most potent tools we have in combating this horror. We are honoured to use our professional talents to address this issue. Our industry talks a great deal about effectiveness, we at Lowe believe that this campaign can really make a difference."

About MTV Networks International & Staying Alive

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Game One and IFILM. MTV Networks' brands are seen in more than 495 million households in 179 countries and 32 languages via 135 locally programmed and operated TV channels and more than 150 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

Launched in 1998, *Staying Alive* is a multimedia global HIV and AIDS prevention campaign that challenges stigma and discrimination associated with HIV and AIDS as well as empowers young people to protect themselves from infection. The Emmy award-winning campaign consists of documentaries, public service announcements, youth forums and multi-lingual Web content. *Staying Alive* provides all of its material rights-free and at no cost to 3rd party broadcasters and content distributors globally to get crucial prevention messages out to the widest possible audience. The *Staying Alive* campaign is a partnership between MTV Networks International, Family Health International's YouthNet, the Kaiser Family Foundation, UNAIDS, UNFPA, Sida, CIDA, and Creative Review. More information about *Staying Alive* can be found at www.staying-alive.org. MTV Networks International is also an active member of the United Nations-supported Global Media AIDS Initiative.

About Ogilvy & Mather Worldwide

Ogilvy & Mather Worldwide is one of the largest marketing communications networks in the world, with 497 offices in 125 countries, specializing in advertising, relationship and interactive marketing, public relations, sales promotion, and related services. The agency services Fortune Global 500 companies including American Express, BP, DuPont, Ford, GSK, Gillette, IBM, Kimberly-Clark, Kodak, Kraft, Mattel, Morgan Stanley, Nestlé, Unilever, and YUM. As Brand Stewards, the agency works to leverage the brands of its multinational clients by combining local know-how with a worldwide network, creating powerful campaigns that address local market needs while still reinforcing the same universal brand identity. The hallmark of the agency's brand-building capabilities is 360 Degree Brand Stewardship®, a holistic look at communications, using what is necessary from each discipline to build a brand.

Paul Smith, Regional Creative Director EMEA (Europe Africa & Middle East), Ogilvy & Mather, said: "The ads demonstrated the strengths of Ogilvy's network, with different offices across Europe - London, Lisbon, Moscow, Frankfurt and Amsterdam collaborating on scripts, development and execution. We'll never change human nature but let's hope these spots make it safer to do what comes naturally."

About W+K 12

Wieden + Kennedy 12 is an experimental advertising school that operates as a full-service advertising agency. Located in the heart of Wieden + Kennedy's Portland headquarters, W+K 12 brings together twelve diversely creative people to collectively create work for good clients. Comprised of three full-time staff and twelve student employees, the 13-month program is in its third

year. Past and present clients include Farm Aid, National Voice, Grokker, City of Portland, Nau, Planned Parenthood, Good Magazine and the Oregon Shakespeare Festival.

David Luhr, COO of Wieden + Kennedy, said:

"The decision to take part in the MTV HIV/Aids initiative was a no-brainer. We have all become too complacent about AIDS - but it is still out there; more powerful, menacing and destructive as ever. Any attention we could bring to this gut wrenching pandemic was the least we could do."

Jelly Helm, Creative Director of W+K12, said:

"The great thing about working with curious, young, creative people is that they're able to find really crazy stuff out there. It's cool that the students realized that they didn't have to do anything with these films other than run them as is. Never seen anything like them."

About WPP

WPP (NASDAQ: WPPGY) is one of the world's leading communications services groups, providing national, multinational and global clients with advertising; media investment management; information, insight & consultancy; public relations & public affairs; branding & identity, healthcare and specialist communications.

WPP's worldwide companies include JWT, Ogilvy & Mather Worldwide, Y&R, Grey Worldwide, The Voluntarily United Group of Creative Agencies, MindShare, Mediaedge:cia, MediaCom, Millward Brown, Research International, KMR Group, OgilvyOne Worldwide, Wunderman, 141 Worldwide, Hill & Knowlton, Ogilvy Public Relations Worldwide, Burson-Marsteller, Cohn & Wolfe, CommonHealth, Sudler & Hennessey, Ogilvy Healthworld, Grey Healthcare Group, Enterprise IG, Landor, Fitch and G2 among others.

Collectively, WPP employs 97,000 people in over 2,000 offices in 106 countries.

About Y&R

Y&R is one of the world's leading marketing communications agencies and is the largest division of Young & Rubicam Brands. Founded in 1923, the agency today has 162 offices in 81 countries around the world. Our client partners are some of the world's most prestigious global corporations, including Accenture, Cadbury Schweppes, Campbell Soup Company, Colgate-Palmolive, Danone, Ford Motor Company and Xerox. Hamish McLennan is Global, Chief Executive Officer.

www.yr.com

Gary Goldsmith, Chief Creative Officer of Y&R North America, said:

"When it comes to sex, people are going to do whatever they want to do. Our job isn't to judge, but to remind them to do whatever they're going to do safely."