



PRESS RELEASE: EMBARGOED UNTIL MIDNIGHT (GMT) WEDNESDAY 19TH MAY

Aegis Media announces new Isobar structure and global leadership team

Wednesday 19th May, 2010 - Aegis Media is today announcing that it has created a new structure for Isobar, its digital marketing services division, in order to better align itself with a growing client demand for full service solutions in the digital space.

The new structure sees the formation of the Isobar agency network, comprising those companies within the division that currently create communication assets for clients, incorporating creative, planning, technology and data services. This establishes a unique global full service capability for clients, delivered by just over 2,000 people in 30 countries.

The operating units within the Isobar agency network will all now incorporate the new Isobar brand identity. This transition shall begin with immediate effect for all existing Isobar branded units, as well as within the network's five key markets; the UK (glue Isobar), the USA and Canada (Isobar North America), Brazil (AgenciaClick Isobar), Greater China (wwwins Isobar) and France (Isobar France).

Commenting on this development, Jerry Buhlmann, CEO Aegis Group plc said;

"This initiative is a clear signal that Aegis Media remains committed to its strategy of being digitally ahead, through accelerating our offer to clients, as they increasingly seek integrated marketing solutions driven by digital expertise. The Isobar agency network will enable us to provide more coherent high quality delivery to our clients throughout the world."

This initiative also sees the creation of a new global management team for Isobar comprising:

- Pedro Cabral: Chairman, based in Sao Paulo
- Jean Lin: Global Chief Strategy Officer, based in Shanghai
- Niku Banaie: Global Chief Innovation Officer, based in London
- Mark Cridge: Global Managing Director, based in London

Mark Cranmer will continue in his role as the Global CEO of Isobar. In announcing the global management team, Cranmer said;

"It is wonderful to be able to announce a truly international team of talent to now shape the future of our global network. Our organisation has a history of being able to attract exceptional pioneering talent. This is a core value we will maintain at the heart of the network, as we now leverage our ability to bring people and brands together in more powerful ways than ever before. Pedro, Jean, Niku and Mark have been inspiring for me to work with since my arrival here a year ago. We're looking forward to making the Isobar Agency a potent challenger network in the dramatically changing industry landscape."

Note to editors

Existing Isobar branded units: Australia, Austria, Belgium, Czech Republic, Finland, Germany, Hong Kong, India, Italy, Netherlands, Nordics, Norway, South Africa, Switzerland, Turkey

About Isobar

Isobar is a global communications agency with digital at its heart – creating solutions for brands that are idea-led, technologically advanced, and media enabled. Established in 2003, Isobar is the global home for over 2000 of the world's finest digital pioneers with solid and diverse skill sets across creative, planning, technology and measurement. Through its global network of over 50 offices in 30 markets, Isobar is passionate in helping brands to win in today's convergent consumer world and service a number of blue chip clients around the

world including Nokia, Coca-Cola, adidas, Reebok, Bacardi and P&G. Isobar is part of Aegis Media, the media communications business of Aegis Group plc. www.isobar.com

About Aegis Group plc

Aegis Group plc is one of the world's fastest growing marketing communications groups. It operates in media communications with Aegis Media, which includes Carat, Vizeum, Posterscope and Isobar, and in market research with Synovate. Aegis is listed on the London Stock Exchange. More information can be found at www.aegisplc.com

For further information, please contact:

Mark Cranmer, Isobar Global CEO
+44 (0)20 7550 3465
mark.cranmer@isobar.com

or

Mandy Rayment, Press & Marketing
+44 (0)20 7550 3253
mandy.rayment@isobar.com