

BURSON-MARSTELLER NAMES PATRICK FORD U.S. CEO

- New Chief Strategy Officer, Worldwide CFO Appointments Strengthen Firm's Client Service Focus -

NEW YORK, January 24, 2006 — Burson-Marsteller, a leading global public relations and communications consultancy, today announced that Patrick Ford has been named U.S. CEO. Ford, 54, was previously chair of the company's global Corporate/Financial Practice and New York Market Leader. He succeeds Ken Rietz, who recently announced his plans to retire after 15 years with the company, the last year in which he served as Vice Chairman and U.S. CEO. Ford and Rietz will lead a smooth transition over the next two months.

"I am excited about our great opportunities for growth and I intend to do all I can to further maximize our potential," said Patrick Ford. "I look forward to working closely with our clients and Burson's extraordinarily talented team to provide even greater value, innovation and results to meet clients' needs."

Ford joined Burson-Marsteller in 1989 and has held a variety of senior leadership roles, most recently managing a team of dedicated corporate and financial communications experts globally. Prior to joining Burson, he served as vice president for public affairs at the American Enterprise Institute for Public Policy Research, one of the nation's leading public policy "think tanks."

In other executive changes, Burson-Marsteller also announced a new Chief Strategic Innovation and Integration Officer and Worldwide CFO. Ame Wadler, 46, has been appointed Chief Strategic Innovation and Integration Officer, effective immediately. In this new role, Wadler will help ensure the company has the right strategic thinking on existing and new business, and the best integrated resources deployed against major client problems and opportunities. She will continue as a global client leader and Chair of Burson-Marsteller's Global Healthcare Practice.

Pat Przybyski, 44, has been named Worldwide CFO succeeding John Maltese, who is retiring at the end of the first quarter. Przybyski is currently at Wunderman New York, where he has been the CFO and COO for the past five years. He was at Burson-Marsteller earlier in his career.

“Pat Ford brings a tremendous amount of respect and credibility to his new role as U.S. CEO,” said, Mark J. Penn, worldwide CEO, Burson-Marsteller. “His appointment along with those of Ame Wadler and Pat Przybyski are critical steps to help us further grow our business, leverage our capabilities and take full advantage of our talent. Our long-term goals require that proven leadership is in place to continue the company’s momentum.”

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About Burson-Marsteller

Burson-Marsteller (www.burson-marsteller.com), established in 1953, is a leading global public relations and public affairs firm. It provides clients with strategic thinking and program execution across a full range of public relations, public affairs, advertising, and web-related services. The firm’s seamless worldwide network consists of 50 wholly owned offices and 42 affiliate offices, together operating in 56 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP Group plc (NASDAQ: WPPGY), one of the world’s leading communications services networks.