



JWT Announces the Launch of **relightNY** *an Environmental Awareness Group*

Co-Chaired by Chairman and CEO Bob Jeffrey and Led by Motivated Teens

Teens Created RelightNY to Educate People about Global Warming and Help Low-Income Households

New York—March 23, 2007—At a breakfast reception hosted by JWT today, a group of New York City teens announced the launch of an environmental organization, RelightNY, that intends to raise awareness of energy conservation and its connection to reversing global climate change.

Avery Hairston, the Collegiate High School freshman who founded RelightNY, and his Teen Advisory Board want to not only make one of the world's largest cities more environmentally friendly but to show New Yorkers that even small actions can make a big difference. To that end, the nine teens spearheading RelightNY will raise money to supply low-income-housing residents with energy-saving compact fluorescent light (CFL) bulbs in an effort to inspire every New Yorker to switch to CFLs.

"It's a simple action that takes just 18 seconds, and it's an easy way for everyone to contribute to the fight against global warming," said Hairston. His colleagues in the organization, ages 14 to 16, are Daniel Bernstein, Peter Chapin, Peter Ginsberg, Brendan Harvey, Taiki Kasuga, Will Pagano, Jack Schlossberg and Stephen Todres.

JWT, RelightNY's first official sponsor, is helping to create and distribute promotional materials. Other sponsors include Virgin Mobile, Rodale, Live Earth and Philips, as well as three nonprofit organizations: The Natural Resources Defense Council (NRDC) will advise RelightNY on environmental issues, the Open Space Institute will handle fiscal responsibilities and HELP USA will distribute the bulbs to low-income households.

"I'm putting the force of my agency behind this effort because I steadfastly believe all of us have a responsibility to do whatever we can to support young people in addressing the enormously vital issue of global warming," said JWT Worldwide chairman and CEO Bob Jeffrey, co-chair of the Adult Advisory Board. "One is never too young to start addressing one of the most significant challenges facing our world."

To celebrate the launch of RelightNY, JWT is installing CFL bulbs in the nearly 1,000 desk lamps in its New York office. "It is our hope that RelightNY will help New York City become a shining example of what Americans of all ages can do to stop the effects of climate change when they set their minds to it," said Jeffrey.

"The underlying focus of RelightNY is to educate and inspire other young people to live in ways that protect the earth's environment for ourselves and for future generations," said Hairston. "We hope our efforts will serve as a catalyst for change and contribute to a conservation ethic among the next generation of America's consuming public."

For more information about RelightNY, go to www.relightNY.com.

About RelightNY

RelightNY is an environmental awareness group founded to promote understanding of the role energy conservation plays in reversing global climate change. Through fundraising, it will provide energy-saving compact fluorescent light bulbs to low-income households with the hope that all New Yorkers will follow suit. Led by a nine-member Teen Advisory Board, RelightNY aims to prove that people of all ages can make a difference in the fight against global warming.

About JWT

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