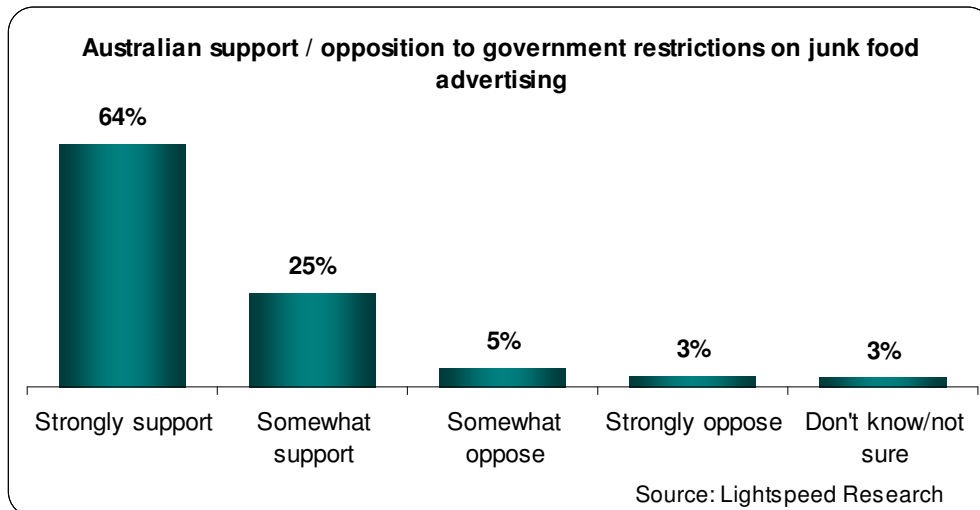


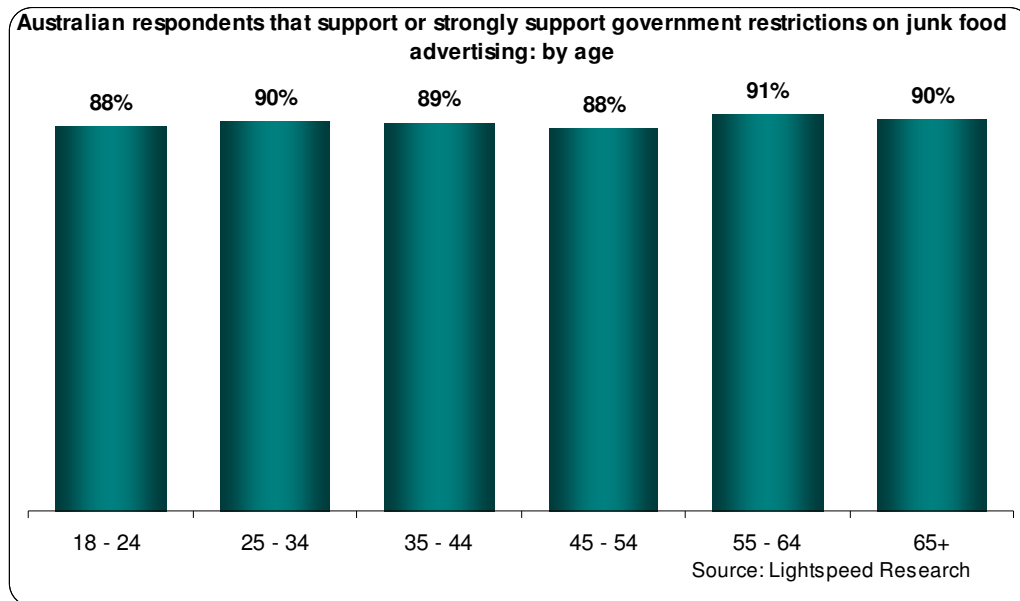
**Overwhelming consumer support for restrictions on
'junk food' advertising in Australia**
89% of Australians agree that TV advertising should be restricted

Sydney 16 April 2007: A new survey by Lightspeed Research, a global interactive data solutions provider, reveals widespread support amongst Australians for government restrictions on TV advertising for 'junk' food (foods with high sugar or fat content) in an effort to stem the rising rates of obesity in children. The poll in nine countries asked over 248,000 people if they supported government restrictions on junk food advertising on TV.

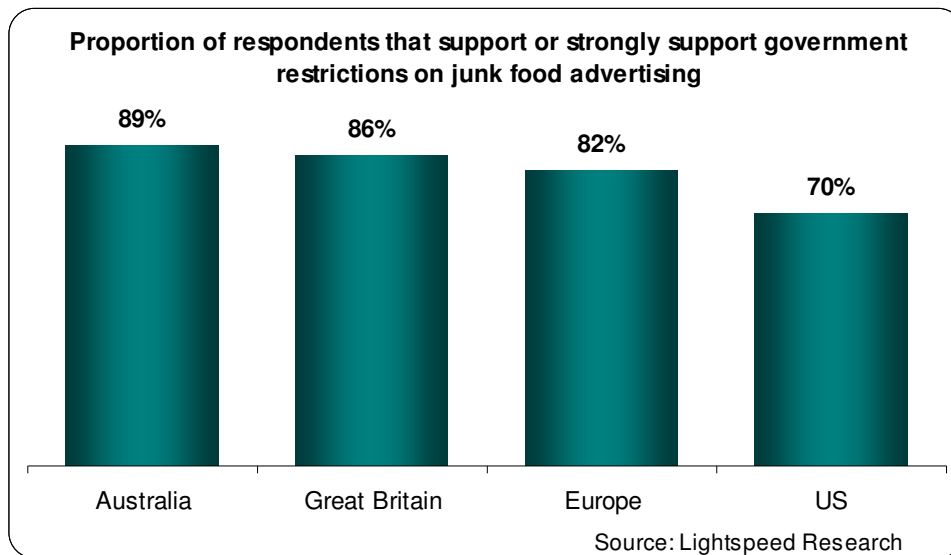
Overall, 89% of Australians surveyed supported restrictions on junk food advertising, with 64% being strongly in favour. Australia had the highest level of strong support for restrictions across all of the countries surveyed.



The survey showed that Australian women (90%) were slightly more in favour of restrictions than men (86%). This pattern was repeated in the majority of countries that were surveyed. In general all age groups were seen to be in favour for the restrictions, with very little difference across age groups.



The survey revealed that Australia is in step with much of Europe, where a similar majority is in favour of such restrictions. In fact of the nine countries surveyed, Australia shares the biggest majority of support with Italians and Swedes, with 89% of the consumers surveyed in each country supporting restrictions. This is more than the British, Germans and Dutch. The lowest support was seen in the US where 70% of respondents were in favour of advertising restrictions.



The Poll was conducted in Australia, Great Britain, France, Germany, Italy, the Netherlands, Spain, Sweden and US among 248,000 respondents in March 2007

Darren Fifield, CEO Asia Pacific of Lightspeed Research said “This research is unusual in that it shows considerable unity of opinion across the nine different countries we surveyed. With 89% of Australian consumers agreeing that junk food advertising to children should be regulated, it will be interesting to see how advertisers respond.”

Ends

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Note to editors:

Just over 248,000 respondents in the nine counties in this release: 15,755 in Australia; 36,190 in the UK; 59,587 respondents in rest of Europe; 137,421 in the US in March 2007.

This Poll reflects the opinions of only those Internet users who have chosen to participate. The results cannot be assumed to represent the opinions of Internet users in general, nor the public as a whole.

About Lightspeed Research

Lightspeed Research is a trusted interactive data solutions provider delivering research results through global online panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling to support studies that range in scope and complexity across most industry sectors. Lightspeed Research operates panels covering healthcare, financial services, automotive, B2B, telecom, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com