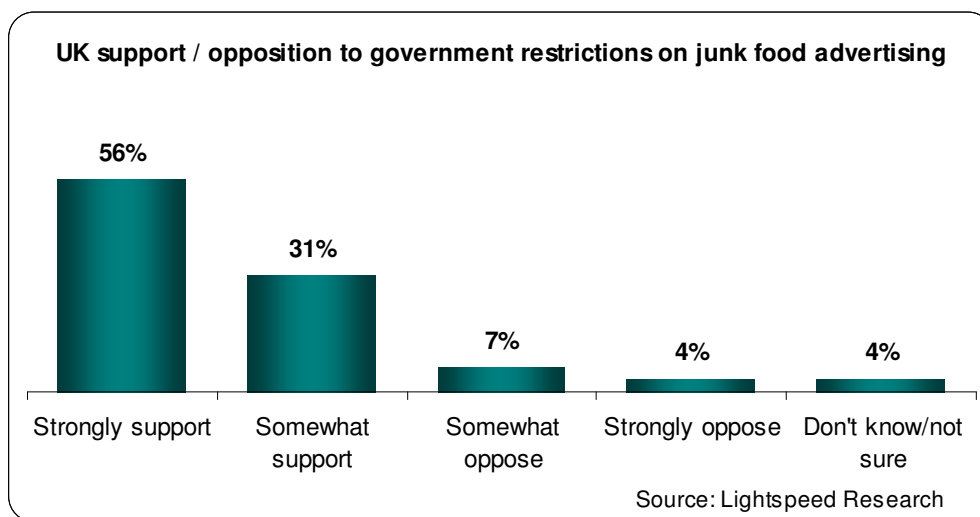


**Overwhelming consumer support for restrictions on  
'junk food' advertising in Europe**  
*86% of Britons agree that TV advertising should be restricted*

**London 12 April 2007:** A new survey by Lightspeed Research, a global interactive market research solutions provider, reveals widespread support amongst Europeans for government efforts to stem the rising rates of obesity in children by restricting TV advertising for 'junk' food (foods with high sugar or fat content). The poll in eight countries asked over 233,000 people if they supported government restrictions on junk food advertising on TV.

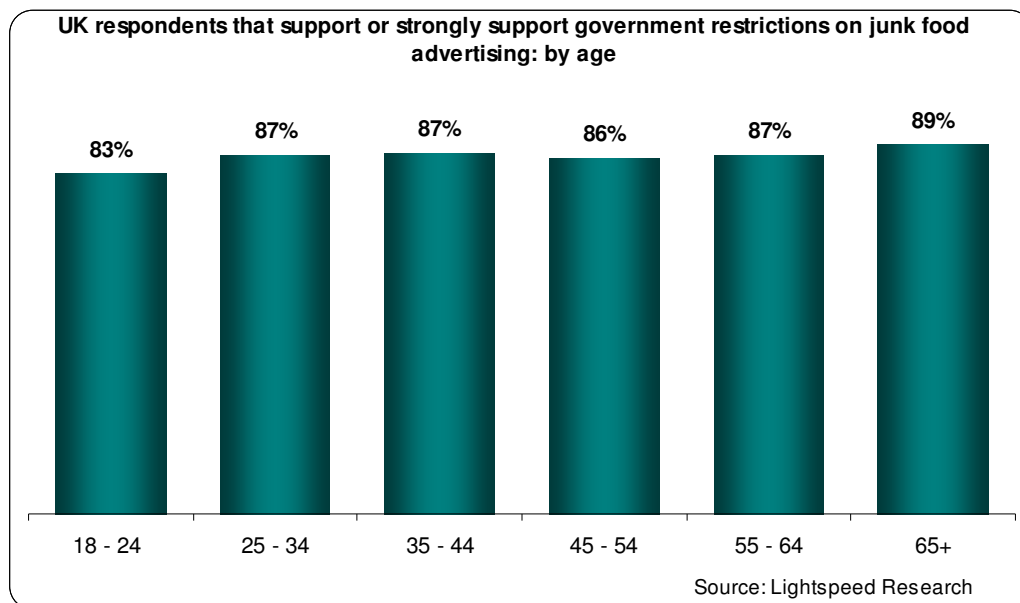
Recently in the UK, industry regulator Ofcom announced advertising scheduling restrictions and stage 1, which applies to advertising high sugar/fat/salt content foods "*in or around programmes made for children or in or around programmes that are likely to be of particular appeal to children aged 4-9*" came into force at the start of this month.



*The Poll was conducted in Great Britain, France, Germany, Italy, the Netherlands, Spain, Sweden and US among 233,000 respondents in March 2007*

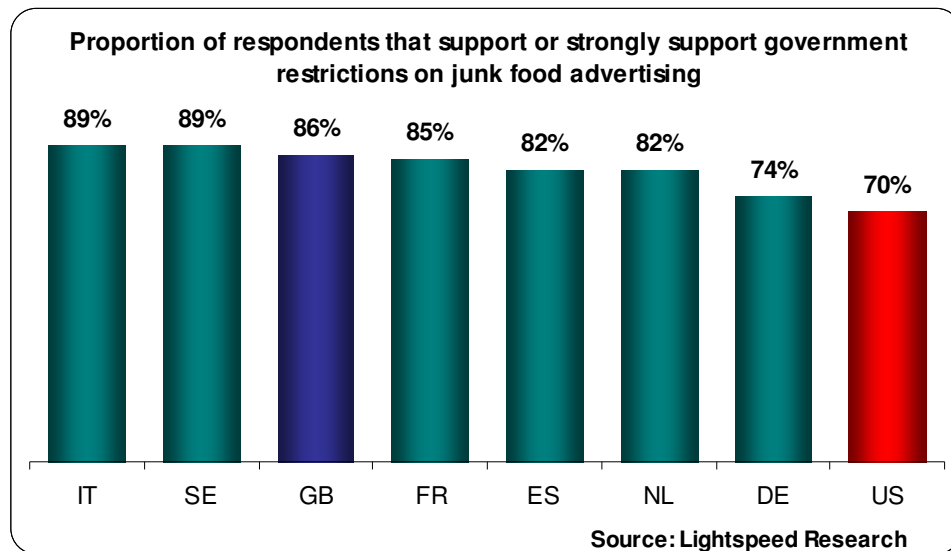
The survey reveals Ofcom's decision is a very popular move with the UK general public. Overall, 86% of those surveyed supported restrictions on junk food advertising, with 56% being strongly in favour.

The survey showed that British women (88%) were slightly more in favour of restrictions than men (83%). Restrictions had slightly less support from 18 – 34 year olds while most support came from over 65s, but in general all age groups were seen to be in favour for the restrictions.



The survey revealed that the UK is in step with much of Europe, where a similar majority is in favour of such restrictions. Germany was the only country where less than 80% supported such moves, but even here almost three quarters of the population were in favour. Italy was seen to have the highest support with 89% being in favour of restrictions on junk food advertising.

The European picture, where overall 84% in favour of restrictions, is in contrast with that of the US where only 70% supported government advertising restrictions.



David Day, CEO of Lightspeed Europe said “This research is unusual in that it shows considerable unity of opinion across the eight different countries we surveyed. Clearly, European consumers think advertising has a big impact on the food children want to eat. It will be interesting to carry out follow up research in 12 months to see if the restrictions on TV advertising have changed what children want to eat.”

Ends

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**Note to editors:**

Just over 233,000 respondents in the eight counties in this release: 36,190 in the UK; 59,587 respondents in rest of Europe in March 2007.

**About Lightspeed Research**

Lightspeed Research is a trusted online market research 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, teleco, 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](http://www.lightspeedresearch.com)