



Ogilvy Public Relations Worldwide

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Ogilvy PR Builds on Strength in Asia Pacific with Senior Promotions

Agency Veteran Steve Dahllof Appointed as Regional CEO of Asia Pacific Effective January 2010

Sydney, 22 January 2010 – Ogilvy & Mather has announced several senior promotions that will further strengthen its management team and emphasise the agency’s paramount position in the Asia Pacific region. Steve Dahllof, Managing Director of Ogilvy PR’s Global Strategy+Planning Group, has been appointed Regional CEO of Ogilvy PR Asia Pacific, succeeding Christopher Graves. Graves was named Global CEO of the international public relations agency effective January 2010.

Since joining Ogilvy PR in 1987, Dahllof has served in a variety of roles, working across a spectrum of industries and geographies, including time in both Asia and Europe in a global function. In his new role, he will have overall responsibility for the firm’s Asia Pacific business, spanning more than 30 offices in Asia, India, Southeast Asia and Australia. The region was recently named as Asia PR Awards’ 2009 Asia Pacific PR Network of the Year. In addition to his Regional CEO role, Dahllof will also serve as a member of Ogilvy & Mather’s Asia Pacific Executive Committee, reporting to Tim Isaac, Chairman of Ogilvy & Mather, Asia Pacific.

“As we continue to invest heavily in strategic and integrated global communications, it is imperative to have a strong representative who can infuse this vision throughout Ogilvy,” said Isaac. “With Steve’s experience in North America, Europe and Asia, as well as his experience in strategic planning and marketing communications, he is the perfect person to lead our business in Asia Pacific through its next phase of growth.”

Dahllof has more than 30 years of experience in marketing communications, advertising and public relations and has been directly involved in long-term planning, consumer education outreach programs and marketing strategies for key accounts representing a wide range of industries, corporations and government agencies. Prior to overseeing Strategy+Planning, Steve ran the network's largest North American office (Washington, DC) for two years and also served as the agency's Global Creative Director. Steve previously worked with *Restaurants USA* and the Food Marketing Institute. He was named a Creative All-Star by *Inside PR* magazine.

In addition, three Ogilvy PR country managing directors will take on additional regional responsibilities as regional directors. Scott Kronick, currently President of Ogilvy PR/China, will now oversee all of North Asia. Andrew Thomas, currently Managing Director in Singapore will oversee all of Southeast Asia.

John Studdert of Ogilvy PR/Australia will oversee the five Ogilvy PR majority-owned agencies there as well as the Ogilvy PR minority-owned interests in two additional firms. Studdert will also serve as senior counsel on the company's internal communications as he is a recognised expert and founder of one of the most award-winning specialist employee communications agencies (Impact).

“Ogilvy PR is nearly twice as big as it was five years ago in Asia Pacific, and headed for more growth through our emphasis on specialised practices such as 360° Digital Influence, Ogilvy Health and OgilvyEarth. We need more senior leadership to cover our 1,000 professionals across 28 offices in 14 countries,” said Graves, “and this tight team of all-stars is unmatched anywhere. As the new CEO, Steve will have tremendous support and counsel.”

As part of the Ogilvy & Mather network, the agency flourishes in the 360-degree marketing communications environment offering a full range of services to its global clients. All promotions are effective January 2010.

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About Ogilvy Public Relations Worldwide

Ogilvy Public Relations Worldwide (Ogilvy PR) is a global, multi-disciplinary communications leader operating in more than 70 markets. Named Large Agency of the Year by *The Holmes Report* and *PRNews*, Ogilvy PR blends proven PR methodologies with cutting edge digital innovations to craft strategic programs that give clients winning and measurable results. In its 29th year, Ogilvy PR provides strategic public relations counsel to a variety of clients across its social marketing, public affairs, healthcare, consumer marketing, 360° digital influence, corporate, technology and entertainment practices. Through its subsidiary, Feinstein Kean Healthcare, the agency also offers additional experience in the cancer field, as well as specialised expertise in molecular medicine, advanced biomedical research, leading life science and healthcare technologies and treatments. Ogilvy PR also offers government affairs services through its subsidiary Ogilvy Government Relations. Ogilvy PR is part of the WPP plc, one of the world's largest communications services organisations (NASDAQ: WPPGY, www.wpp.com). For more information, visit our Web site at www.ogilvypr.com.

Ogilvy & Mather Worldwide

Ogilvy & Mather Worldwide (www.ogilvy.com), a subsidiary of WPP (NASDAQ: WPPGY), is one of the largest marketing communications networks in the world, with 450 offices in 120 countries, specialising in advertising, relationship and interactive marketing, public relations, sales promotion and related services.