



Management Appointments and Positions at The Kantar Group

31 October 2008, London. The Kantar Group has announced a number of senior management positions at TNS following WPP's acquisition of the business and the departure of David Lowden announced this morning.

Pedro Ros is promoted to CEO of TNS Custom reporting directly to The Kantar Group CEO Eric Salama. The Custom Board will initially consist of Ros and three regional CEOs, Judith Passingham (Europe), Jamie Hall (Asia and Latin America) and David Kieselstein (North America), whose responsibilities remain unchanged.

The Kantar Group also confirmed the continued positions of the senior management team - Josep Montserrat as CEO of Worldpanel, Jean-Michel Portier as CEO of TNS Media and Elaine Riddell as CEO of TNS Healthcare, all of whom will also report to Eric Salama.

As part of the integration process, The Kantar Group has established an Integration Team which will be led by Mike Gettle, previously CFO of Millward Brown.

Commenting on the management structure, The Kantar Group CEO Eric Salama said, "It is a challenging time for our clients. It is important to have the right management in place to provide excellent on-going service to them and to ensure that TNS continues to flourish. We have long admired the quality of the people at TNS and one of our key rationales behind the decision to acquire the business was the talent. Pedro Ros has been a key part of the success of the company and with the other senior management remaining in place at TNS, I am confident that The Kantar Group will firmly establish itself as the world's leading market research and insights organisation."

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Ros is a TNS veteran of 20 years and has been Managing Director of Global Clients and Sectors since January 2006, having previously worked across various areas of business around the world. He was chairman of Latinpanel from 1999 to 2006. Most recently, Ros was responsible for defining and implementing a strategy to service TNS' major global clients.

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Notes to editors:

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit www.kantargrouptns.com