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Safecount and JWT PR Collaborate on First Digital Branding Study for Puerto Rico Market

Lifts Seen in Ad Awareness, Sponsorship Association and Purchase Intent for Major Online CPG Campaign

SAN JUAN February, 18, 2010 -- Safecount, the digital data collection platform recognized in the industry for its consumer transparency, has partnered with JWT PR to perform the first online branding study measuring advertising effectiveness in the Puerto Rico market. This study initiative helped assess movement among key branding metrics including Brand Awareness and Sponsorship Association.

The campaign, a product of both JWT and Mindshare in San Juan, focused on a major international retailer and was composed of a targeted effort across large websites including MSN, Yahoo and Facebook as well as Puerto Rico publishers El Nuevo Dia and Wapa TV.

"The fact that this campaign performed well across major branding metrics such as Awareness and Association, in a relatively young digital market, proved our thinking that the digital space will continue to grow rapidly in the Caribbean market," explained Jorge Rodriguez, President of JWT PR.

Tom Kelly, COO of Safecount, added, "The response of the Puerto Rico digital consumer base has been quite positive, allowing us to perform live web survey sampling with a lighter footprint and fewer invites – an important part of our mission."

With digital ad expenditures in Puerto Rico totaling less than 1% of total advertiser media spend as recently as 2008, it is clear that the Caribbean ad community is now beginning to realize the efficiency of digital marketing. Safecount opened an office in San Juan in late 2008 to support US and Latin American digital data collection efforts and will fuel digital advertising research for agencies, advertisers and publishers in the region.

Research group Dynamic Logic furnished the analytical tools for this research effort.

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About Safecount

Safecount is the industry's most accessed platform for digital ad exposure indication and live web survey sampling – performed with 100% consumer transparency. With capabilities across 27 countries, Safecount tracking technology is integrated with every major ad server as well as across 2,000 major publishers. Safecount is committed to

promoting respect for consumer privacy and consumer control in collaboration with online researchers, advertisers and publishers. For more information, please visit: www.safecount.net.

About JWT

JWT is the world's best-known marketing communications brand. Headquartered in New York, JWT is a true global network, with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg's, Kimberly-Clark, Kraft, Microsoft, Nestlé, Nokia, Rolex, Royal Caribbean, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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