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OGILVY ANNOUNCES STRATEGIC ALLIANCES WITH UNICA AND PLURIS

AGENCY AUGMENTS BEST IN CLASS TECHNOLOGY AND DATA INFRASTRUCTURE CAPABILITY

NEW YORK, NY - January 20, 2009 - Furthering its focus on delivering integrated digital and database technology solutions, Ogilvy North America has formed two strategic alliances with industry leading interactive marketing software company Unica, and marketing database solutions provider Pluris.

These strategic alliances further Ogilvy's market leadership in providing clients with sophisticated customer data management and analytics solutions that enhance their ability to both design and manage 360 marketing programs that connect with consumers across all channels.

"We are dedicated to providing innovative and efficient strategies to utilize the vast amounts of customer marketing data that are available in this increasingly digital world. By leveraging the significant strengths of these leading technology companies we are able to make the promise of 24 X 7 digital marketing a powerful and profitable reality for our clients," noted Marc Fleishhacker, Managing Director of Ogilvy Consulting - North America. "Unica and Pluris offer truly great, proven and cost effective solutions and we are looking forward to partnering with them further on behalf of our clients."

As part of this new accord, Unica's clients will have access to Ogilvy's suite of Strategic Marketing Services and leading marketing strategy and analytics expertise. This alliance with Unica formalizes an existing relationship with both companies. A number of Ogilvy clients already leverage Unica's award winning Affinium® software suite.

"The strategic alliance with Ogilvy benefits both Unica and our customers-providing access to Ogilvy's world-class experience and knowledge in designing and implementing marketing programs that drive results," said Yuchun Lee, chairman and CEO of Unica. "The combination of Ogilvy's marketing prowess and Unica's industry-leading interactive marketing technology is a significant asset for our customers."

The strategic relationship with Pluris brings a new partner into the Ogilvy offering. Pluris is a leader in integrating disparate data sources and technologies to provide marketers highly scalable, world-class data and analytics platforms from which to make better marketing decisions.

Pluris will work with Ogilvy to provide enabling data and analytics infrastructures to optimize offers and messages delivered to customers through digital and interactive media. Pluris experience in scaling technology solutions and support services to meet the needs of large marketing organizations with hundreds of users spread across multiple locations and lines of

business is a key component of Ogilvy's strategic approach.

"Our ability to manage real-time data platforms and embed analytics at the key points of customer interaction is specifically designed for innovative marketers like Ogilvy that are using interactive media and messaging techniques to bring brands and customers closer together," said Bob Fetter, Senior Vice President of Pluris. "We are looking forward to expanding our close working relationship with Ogilvy."

About Ogilvy North America

Ogilvy North America (www.ogilvy.com), is the largest unit of The Ogilvy Group agency network, a subsidiary of WPP Group plc (NASDAQ: WPPGY). It has offices in New York, Chicago, Los Angeles, San Francisco, Detroit, Durham, Minneapolis, Denver, and throughout Canada. Ogilvy North America brings together all the capabilities of the Ogilvy network to provide integrated marketing solutions to the agency's clients. It encompasses Ogilvy & Mather Advertising, OgilvyEntertainment, OgilvyOne, OgilvyInteractive, Neo@Ogilvy, Ogilvy Healthworld, Ogilvy Public Relations and OgilvyAction.

About Unica

Unica Corporation (NASDAQ: UNCA) is a leading global provider of enterprise marketing management (EMM) software and services. The most comprehensive EMM suite on the market today, Unica's Affinium® software streamlines the entire marketing process from analysis and planning to project management, execution and measurement. More than 800 companies worldwide depend on Unica for their enterprise marketing management solution. Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit www.unica.com.

About Pluris

Pluris enables marketers to optimize the value of each consumer touch resulting in higher conversion on sales, marketing, and service interactions. Utilizing next-generation data and analytical platforms, Pluris helps marketers to better understand consumers, generate key insights from their behavior, and engage them in the most effective way across traditional and interactive messaging channels. From its offices in Framingham, MA and Denver, CO, Pluris has built a solid track record of improving marketing productivity for large organizations with hundreds of users across multiple locations and lines of business. For additional information, please contact Natalie Zelinsky at 508-663-1064 or visit www.plurismarketing.com.

Contact: Toni Lee, Ogilvy North America, 212-237-5090