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grey healthcare group (ghg) and VML Launch New Company, Healix Digital Health

New York, NY, December 6, 2010—ghg, a leading global healthcare communications agency and VML, a top ranked global digital marketing agency, both [WPP](#) Companies [NASDAQ: WPPGY], today announced the formation of a new digital healthcare agency, **Healix Digital Health**. This joint venture combines ghg’s expertise in healthcare marketing and communications with VML’s experience in enterprise digital marketing.

Healix will be headquartered in New York City and with an innovation center in Kansas City, Missouri with access to the global WPP network. The new company will be led by representatives from both ghg and VML with senior management oversight provided by industry veterans including Lynn O’Connor Vos, CEO, ghg, Matt Anthony, CEO, VML, Erin Byrne, EVP, Chief Engagement Officer, ghg , and Jim Radosevic, Managing Director, VML.

This new initiative was created to leverage the strengths of both companies to meet the diverse needs of pharma and healthcare clients today. Healix will provide best-in-class capabilities in developing digital healthcare strategies and programs that are fully integrated, multi-channel, and expressly designed to improve health outcomes for consumers, engage the professional, and deliver real business results for clients.

“As the healthcare industry continues to consolidate and rationalize, clients will increasingly need a partner who understands not only how to communicate with both professional and consumer audiences – but also how to do so in all media, not least digital,” said Sir Martin Sorrell, WPP CEO.

“ghg and VML bring decades of knowledge and expertise in their respective fields of healthcare and digital marketing. They understand the importance of striking the right balance between technology and healthcare and have experience navigating the complex regulatory environment. This venture lays the groundwork for the future of digital healthcare communications.”

About ghg

ghg (grey healthcare group) is a global healthcare communications company, headquartered in New York, with offices in North America, Latin America, Europe, and Asia. It is a member of the WPP Group, a global provider of advertising, branding, and marketing. It works with companies to build world-class healthcare and pharmaceutical brands among medical professionals and consumers, with a transmedia storytelling approach that covers print, digital and television broadcast media, medical education, sales force presentations and managed access strategies. For more information, visit www.ghgroup.com.

About VML

Recognized by *Advertising Age* as one of the top digital marketing agencies in the U.S., VML delivers creative solutions at the intersection of marketing and technology. With more than 800 employees around the globe, VML handles national, regional and global agency of record responsibilities, providing enterprise website strategy and development, and emerging media leadership. VML was named a Leader in the Forrester Wave™: US Interactive Agencies—Strategy and Execution, Q3 2009.

VML engineers best-in-class digital experiences for some of the most respected and recognized brands in the world, including Accenture, Carlson Hotels, Colgate-Palmolive, Dell, Einstein Bros. Bagels, English Premier League, ESPN, Fannie Mae, Ford, Gatorade, Hershey's, Hill's Pet Nutrition, LG, Microsoft, Sam's Club, SAP, Simon Malls, Southwest Airlines, Tom's of Maine, Western Union and Xerox. Founded in 1992, VML has been a member of the WPP Group of global communication agencies since 2001. Learn more at vml.com

About Healix Digital Health

Healix Digital Health is a global digital healthcare agency. A joint venture between ghg (grey healthcare group) and VML. Healix is headquartered in New York City with an innovation center in Kansas City, Missouri. It is a member of the WPP group. For more information visit www.healixdigitalhealth.com