

SCANGROUP LAUNCH NEW PR COMPANY IN JOINT VENTURE WITH HILL & KNOWLTON

Nairobi, Kenya – April 15, 2009 – Scangroup Limited today announced a joint venture deal with Hill & Knowlton for the establishment of a new public relations company in East Africa. The company known as Hill & Knowlton East Africa Ltd will begin operations at the beginning of May 2009.

Hill & Knowlton East Africa is the second joint venture between Scangroup and a leading communications brand from the WPP Group, which last year took up a 27.5 percent stake in Scangroup Limited. In 2007 Scangroup established a joint venture with Millward Brown, a leading WPP owned market research company, called Millward Brown East Africa Ltd.

Hill & Knowlton East Africa will cover Kenya, Uganda and Tanzania and will be headquartered in Nairobi. Hill & Knowlton East Africa builds on Hill & Knowlton's already strong representation in Africa and further extends the agency's ability to serve its rapidly expanding client interests in African countries.

Dave Robinson, Hill & Knowlton's CEO Middle East, Turkey and Africa, said:

"Africa is perhaps the last great emerging market opportunity globally, and both our international client base as well as domestic clients in key African markets are seeing strong growth as well as rapid and positive change. Our focus is on building on and further developing our regional strengths within the African continent that both reflect and adapt to that diversity and provide our clients with appropriate resources, insight and expertise. H&K East Africa will provide us with an important platform for the East African region which we believe will show strong growth in the coming years. Scangroup was a natural partner because of their strength in the communications business in the region."

Hill & Knowlton East Africa will be 51 percent owned by Scangroup and 49 percent by a WPP group subsidiary. Under the arrangement, Scangroup's existing PR business will run under the joint venture. The staff currently employed by Scanad Public Relations will be offered employment by the joint venture company. This will see all current public relations consultancy work being undertaken by Scanad PR offered under the H&K East Africa brand.

Bharat Thakrar, CEO of Scangroup, commented:

"We are delighted to extend our collaboration with WPP further with the establishment of H&K East Africa. The East African market is strong and set for a bright future and our strategy to bring the best of breed brands from across the communications and marketing spectrum to the region is enhanced further with this new joint venture. H&K is one of the most well known and well established PR companies in the world and its unrivalled expertise, extensive network and innovation in public relations best practice will ensure that standards are raised across East Africa and that clients benefit from truly world class advice and support."

He added: “The motivation for this Joint Venture was quite obvious for us at Scangroup. It meets one of our goals of developing our relationship with WPP through further strategic alliances with internationally recognised brands and tapping into their wealth of expertise. We are at the threshold of something very big here. Our local PR consultants stand to benefit immensely through their exposure to international best practices in PR, and this venture further enables us to harness the wealth of opportunities being created by growing client demands as they grow and expand into the continent.”

Notes to Editors:

About Hill & Knowlton

Hill & Knowlton (www.hillandknowlton.com) is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is headquartered in New York, with 73 offices in 41 countries, as well as an extensive associate network. The agency is part of WPP (NASDAQ: WPPGY, www.wpp.com), one of the world’s largest communications services groups.

About Scangroup Ltd

Scangroup Limited is the first and only marketing services company to be quoted on the Nairobi Stock Exchange. It is the holding company for advertising agencies Lowe Scanad Kenya, Uganda and Tanzania, Thompson Kenya, Grey East Africa, McCann Kenya and Red Sky; media planning and buying companies Media Initiative East Africa, Mediacom and Universal McCann; public relations company Scanad Public Relations, event management and experiential marketing company Roundtrip and marketing services research company Millward Brown. For more information please visit www.scangroup.biz

About WPP

WPP is the world’s largest communications services group. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising; media investment management; information, insight and consultancy; public relations and public affairs; branding and identity; healthcare communications; direct, digital, promotion and relationship marketing and specialist communications. The company employs 135,000 people (including associates) in 2,400 offices in 107 countries. For more information, visit www.wpp.com.