



All-Star Executives at Five-Star Events

Business conferences and leadership forums provide senior executives with unique opportunities to speak directly to key constituencies and industry peers. Top-tier events provide executives with selective and receptive audiences where important messages can be delivered efficiently. At Weber Shandwick, we are committed to identifying the world's most influential speaking opportunities specifically tailored to client business strategies through our VOICEBOXX™ service offering.

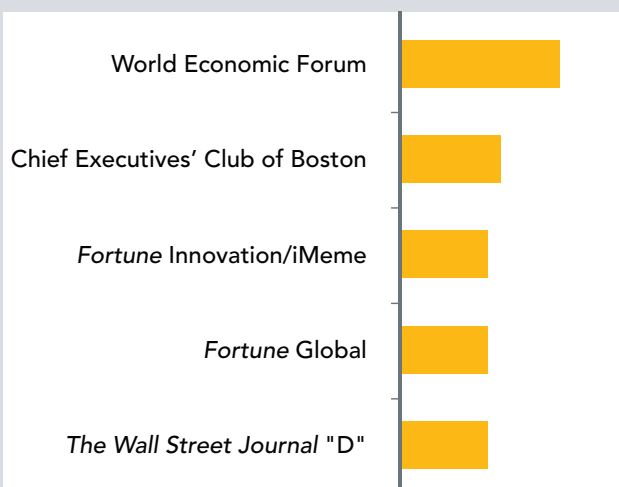
To better understand the increasing popularity of top-tier ("Five-Star") events, Weber Shandwick's Global Strategic Media Group conducted its first annual proprietary analysis of speaking engagements among CEOs, CFOs, CMOs and CTO/CIOs from companies appearing on *Fortune's* top 50 World's Most Admired Companies list ("All-Stars") over a three-year period. Our goal was to identify the most sought after executive events for clients seeking the greatest return on investment.

Our groundbreaking findings include...

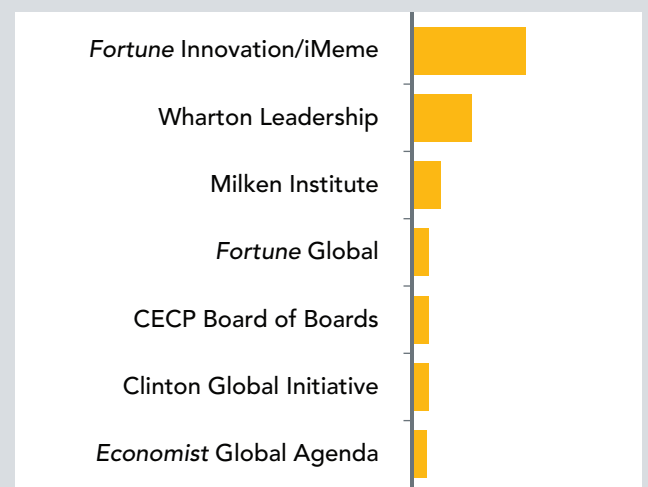
1 All-Star CEOs and their All-Star C-level executive teams (CFOs, CMOs, CTO/CIOs) have spoken at a broad array of Five-Star events in the past three years.

- The Five-Star Events at which All-Star CEOs have been the most likely to speak are World Economic Forum (Davos), Chief Executives' Club of Boston, *Fortune* Innovation/iMeme, *Fortune Global* and *The Wall Street Journal "D."*
- The Five-Star Events at which All-Star C-level executives have been most likely to speak are *Fortune* Innovation/iMeme, Wharton Leadership and Milken Institute.

Ranking of Five-Star Events
Based on # of All-Star CEO Speakers
(2005-2007 Combined)

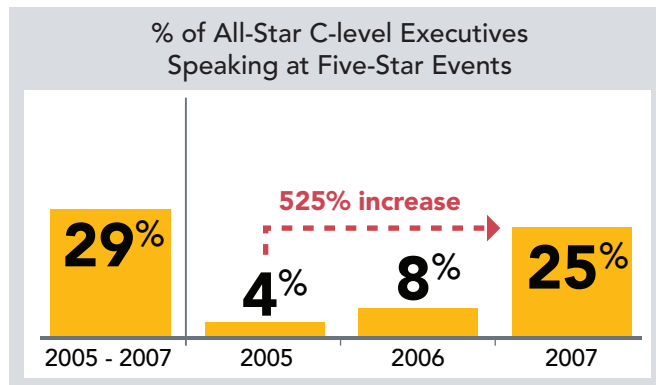


Ranking of Five-Star Events
Based on # of All-Star C-level Executive Speakers
(2005-2007 Combined)



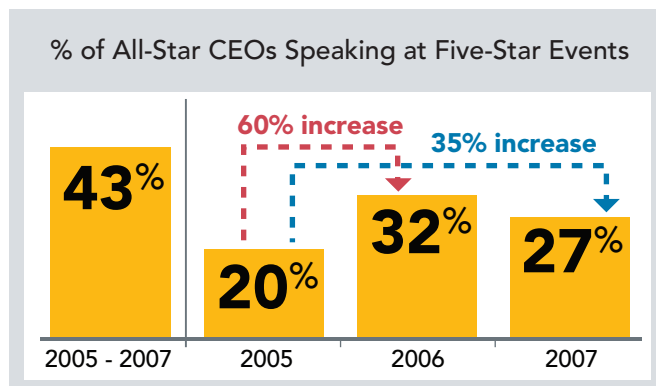
2 Nearly three out of 10 All-Star C-level executives (CFOs, CMOs, CTO/CIOs) – 29% – have spoken at Five-Star events in the past three years. This has been almost entirely driven by events taking place in 2007 in which one-quarter of All-Star C-level executives spoke.

- All-Star C-team executives speakers increased over 500% from 2005 to 2007.



3 More than four out of 10 All-Star CEOs (43%) have spoken at Five-Star events in the past three years.

- All-Star CEO speakers increased dramatically from 2005 to 2006 (+60%) and netted an overall 35% increase from 2005 to 2007.



4 The number of Five-Star events increased 50% from 2005 to 2007 indicating the rising popularity of executive conferences.



Weber Shandwick's new analysis confirms that CEOs and their executive benches are broadening their arsenal of communications tools to include the strategic use of high-level speaking opportunities. By sharing responsibility for getting the company's message in front of the right audiences, CEOs and executives are providing assurances to key stakeholders that they are not only well-led but that they have worthy successors in place.

"Businesspeople are convening and conferring from sea to shining sea as they haven't done in years."

– "Business is Back," *Fortune*, Geoff Colvin, May 14, 2007

For more information, please contact Jennifer Risi, Executive Vice President, Global Strategic Media Group (212.445.8375). You can also visit www.webershandwick.com.

About the Research

All-Star Speakers at Five-Star Events was conducted in late 2007 by Weber Shandwick using the following method:

1. The 2005 and 2006 All-Stars of *Fortune's* World's Most Admired Companies were identified by Weber Shandwick. These are the top 50 most admired companies overall, according to *Fortune's* annual survey. The 2006 list was used as a proxy for 2007 because the 2007 *Fortune* results have not been issued yet (due early 2008).
2. CEO and three other C-level executive (CFOs, CMOs and CIO/CTOs) names were gathered.
3. A total of 21 2007 top-tier conferences and three top business school conferences for 2005 – 2007 were identified by Weber Shandwick's Global Strategic Media Group. These events were chosen based on conference organizer recommendations, event media coverage and reputation.
4. Agendas for top-tier events were secured to identify which, if any, CEO or other C-level executive from All-Star companies spoke at these events. Google searches were conducted in the few cases where agendas were not available.

About VOICEBOXX™

VOICEBOXX is a unique suite of exclusive executive service and product offerings offered by Weber Shandwick that help companies strategically secure senior management visibility and positioning. Please contact Jen Risi at 212.445.8375 or jrisi@webershandwick.com for more information.

About Weber Shandwick

Weber Shandwick is one of the world's leading global public relations firms with offices in major media, business and government capitals around the world. The firm specializes in strategic marketing communications, media relations, public affairs, reputation management, and crisis and issues management. It also offers corporate communications counseling services. The firm provides specialized

integrated services including Web relations, advocacy advertising, market research and visual communications. Weber Shandwick received the highest client-satisfaction honors in the 2007 Agency Excellence Survey by PRWeek U.S. and in 2006, was named Large PR Firm of the Year (PR News U.S.), European Consultancy of the Year (The Holmes Report) and Network of the Year (Asia Pacific PR Awards). The firm also won the 2005, 2006 and 2007 United Nations Grand Award for Outstanding Achievement in Public Relations. To learn more, please visit www.webershandwick.com.

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