



Essence Communications is Burson-Marsteller's preferred affiliate partner in Malaysia

Kuala Lumpur, May 12th 2010 -- Essence Communications, a leading Malaysian communications firm, and Burson-Marsteller, a leading global public relations and communications firm, today announced they have entered into an exclusive partnership alliance agreement. Essence now becomes Burson-Marsteller's exclusive affiliate partner in Malaysia and the first point-of-contact for the global firm's clients in the country. The firms will share expertise and staff for relevant client engagements. This cooperation also provides Essence Communications access to Burson-Marsteller's international resources.

Essence Communications, which marks its tenth year of operations during 2010, was selected by Burson-Marsteller because the firm has built a reputation for building and executing strategic public relations campaigns, both locally and across the region

Bob Pickard, Burson-Marsteller's Asia-Pacific President and CEO, said: "Essence Communications is the right partner to provide our clients operating in Malaysia with the world-class service and the strategic thinking they have come to expect from Burson-Marsteller. This alliance combines our international resources and reach with Essence's deep knowledge and know-how in the Malaysian market as we expand our geographic footprint."

"This new cooperation will enable Essence to further sustain and cement our position as one of the leading public relations agencies in the country, opening new avenues and greater access into a wide network of professional expertise, which will complement efforts in finding the right solutions for our clients. I am truly thrilled and delighted about the potential of this partnership," said Felix Heinemann, Essence's Group Managing Director.

During its decade of operation, Essence has seen tremendous growth servicing a wide range of clients. The award-winning firm provides integrated solutions blending communications and media knowledge with marketing support strategies to help its clients achieve business goals.

About Essence Communications

Essence Communications (www.my-essence.com) is a leading Malaysian communications firm dedicated to providing integrated solutions designed to support business goals, marketing strategies and the unique value of client brands. Essence's services are sought by multi-national companies or larger-scale Malaysian companies where stake holder communications is of major focus. Established in Kuala Lumpur in 2000 by Felix Heinemann, Essence is today a subsidiary of WPP (NASDAQ:WPPGY), one of the world's leading communications networks.

About Burson-Marsteller

Burson-Marsteller (www.burson-marsteller.com), established in 1953, is a leading global public relations and communications firm. It provides clients with strategic thinking and program execution across a full range of public relations, public affairs, advertising and web-related services. The firm's seamless worldwide network consists of 68 offices and 67 affiliate offices, together operating in 92 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY), the world's leading communications services network.

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