

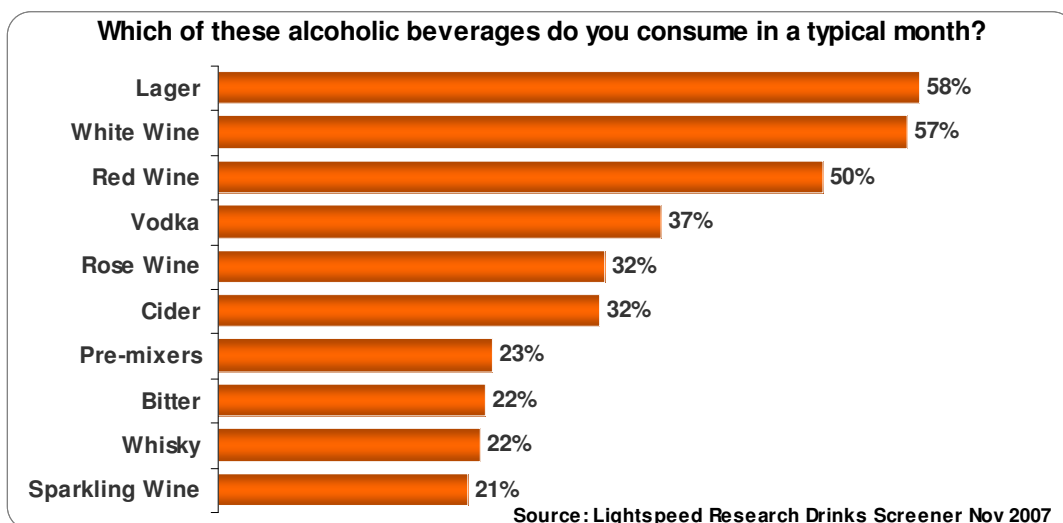
Britain: A land of lager, Chardonnay and vodka lovers

Survey reveals trends in alcoholic consumption in the run up to the festive season

London 27th November 2007: The latest findings from a survey by Lightspeed Research, a leading global online research provider, have revealed that in true *Footballers Wives* style, Britain is a nation of lager, vodka and white wine drinkers. The survey, completed by over 35,000 members of the Lightspeed Research online panel aged 18+, asked respondents about their alcoholic drinking habits.

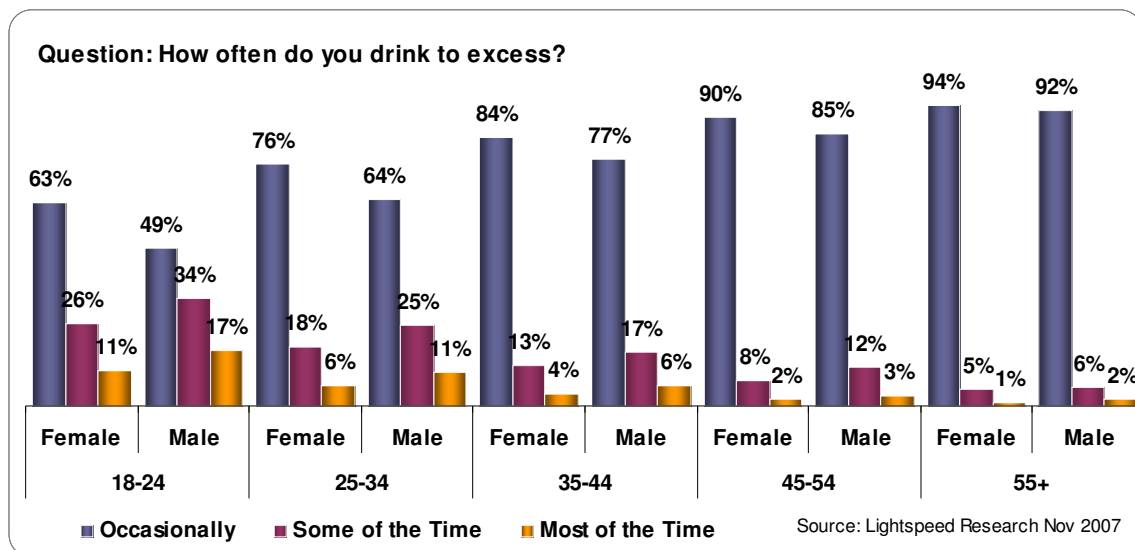
Lager, lager, lager

73% of respondents drink alcoholic beverages every month, with lager and white wine proving the two most popular choices at 58% and 57% respectively. Over a third of our respondents regularly drink vodka, while cider is now more popular than bitter. Young people are more adventurous in their drinking, consuming a wider variety of drinks. Vodka is most popular with 18-24 year old women, more than two thirds (68%) of whom say they drink it every month. Men in the same age group prefer lager – 82% saying they drink it every month. White wine is the most popular tippie for 25-44 year old women, with just under two thirds drinking it every month.



Home is where the booze is

Much of this drinking occurs in the home, with the vast majority of consumers choosing branded alcoholic drinks over own label products. Our lager drinking respondents' five favourite lager brands, based on the products they had purchased in the last six months, were Stella Artois, Carling, Fosters, Budweiser and Carlsberg. Wine drinkers choose their bottles by country of origin: Australian wine is the most popular at 62%, France at 57%, Italy at 41%, South Africa at 38% and Chile at 37%.



Binge drinking – favourite pastime of British youth?

We also asked respondents if they felt they drank to excess and if so how often. Of the 73% of 18-24 year olds who admitted to drinking to excess, 11% of females and 17% of males claimed they drank to excess 'most of the time'. According to our findings, the percentages drop markedly as people get older. This supports other recent findings which have led medical professionals to express serious concerns about the rising number of patients in their late teens and early twenties with alcohol related diseases.

David Day, CEO Europe said, "It's fascinating to see what Britons drink, which brands they choose, where they drink and how their habits are changing. Once the land of a pint of warm bitter, it is now lager, vodka, wine and cider that have become the nation's favourites. It will be interesting to see how these trends continue to evolve and what that means for the drinks industry."

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About Lightspeed Research

Lightspeed Research is global interactive data solutions provider delivering market research results through global panels and products. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling, supporting studies that range in scope and complexity across most industry sectors. These panels cover healthcare, financial services, automotive, B2B, telco, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com