



Lightspeed Research appoints Olaf Siemens as Account Director, Germany

London 14 June 2007: Lightspeed Research, a leading global interactive data solutions provider, announced today that Olaf Siemen has been appointed as Account Director for Germany. Olaf will be helping support the rapid growth enjoyed by Lightspeed Research in Germany and will be based in Hamburg.

Olaf brings with him over ten years of experience working in market research, including full service and online roles. He previously worked for Ipsos as Division Manager of access panels in Germany.

David Day, CEO Europe said “We are delighted to welcome Olaf to Lightspeed Research. We are very committed to providing the highest level of support to our clients across Europe, and Olaf will help us ensures that we are able to offer this excellent service throughout Germany.

Olaf comments “I am excited to be joining Lightspeed Research, one of the leading organisations in the market. Lightspeed’s quality offer and commitment to clients will give the company a huge advantage in the German market. I am looking forward to attending the forthcoming BVM Kongress in Frankfurt, where I will hope to meet with many of our clients and start to build relationships.”

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About Lightspeed Research

Lightspeed Research is a trusted online market research solutions provider delivering research results through global online panels. 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 to support studies that range in scope and complexity across most industry sectors. Lightspeed Research operates panels covering 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