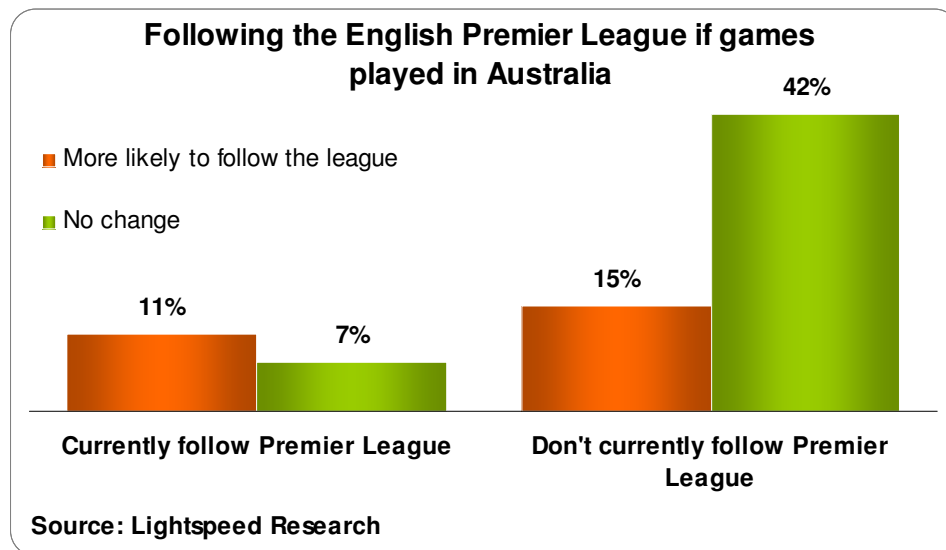


Premier League plans score with soccer fans

26% of Australians more likely to follow English Premier League if matches played on home turf

Sydney 21st February 2008: A new survey by Lightspeed Research, a global online market research company, has shown that just over a quarter of Australians said they would be more likely to follow the English Premier League if matches are played here.

The survey follows an announcement made by English Football Association (FA) to play key Premiership league games in other countries. Despite widespread rejection of the plans from a number of football bodies including FIFA, latest reports this week suggest that FA Chief Executive Richard Scudamore is still very much behind the proposals.



In the survey, carried out on Lightspeed Research's consumer panels in Australia, North America, Italy, Japan, and China just after the FA had announced its plans earlier this month reveals that English FA's objective of increasing interest in the English Premiership could well be achieved with this move.

18% of Australian respondents already follow the English Premier League, and 11% of these told us they would be even more likely to follow the competition should games be played locally. Of the 57% of respondents who don't currently follow the competition, more than a quarter (15%) said they'd be more likely to follow the Premier League were games to be played locally.

By comparison, 21% of Italians, 19% of Chinese, 13% of North Americans and 9% of Japanese taking the survey said they didn't currently follow the Premier League and this would make them more likely to. Not surprisingly, many of the UK respondents were unhappy about the proposal, with 39% opposed to the move.

Terry Wiley, Managing Director of Lightspeed Research, Asia Pacific said, "Since the success of the Socceroos in the world cup, the sport is enjoying increasing popularity in Australia. Our research indicates that were the FA to go ahead with this move, they would enjoy a surge in interest in the Premier League amongst Australians. This is also true for other parts of Asia Pacific such as China and Japan where even more people currently follow the competition."

Ends

Note to editors

Note: The survey was carried out in the first two weeks of February 2008. There were 8632 respondents in Australia.

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About Lightspeed Research

Lightspeed Research is global interactive data solutions provider delivering market research results through global 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, telecommunications, 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