



Burson·Marsteller

Burson-Marsteller announces exclusive partnership with Ecker & Partner in Austria

Brussels, 6 July 2010 – Burson-Marsteller, a leading global public relations and communications firm, announced today that it has entered an exclusive partnership with Ecker & Partner, a leading Austrian public relations agency.

“I am delighted that we are partnering with such a strong and well positioned agency in a key market in Europe. Ecker & Partner shares our commitment to evidence-based communications combined with a creative, digital approach,” said Jeremy Galbraith, CEO of Burson-Marsteller EMEA.

Ecker & Partner is a full service PR agency providing integrated PR and Public Affairs services. The agency regularly ranks among the top agencies in the Austrian PR market. Its client portfolio comprises leading national and international companies, institutions, NGOs, charities, government agencies and public associations. Core industries include Finances & Services, Retail, Lifestyle & Tourism as well as IT and Technology & Science. “This affiliation enables us to leverage Burson-Marsteller’s strong position as a global thought leader in public relations and enables us to offer our clients an international reach through Burson-Marsteller’s unmatched global network”, commented Dietmar Ecker, Managing Director and owner of Ecker & Partner.

“We carried out an extensive review of potential agencies in search of a suitable partner in Austria and we are convinced that joining forces with Ecker & Partner is the ideal match and a significant contribution to our EMEA network. The agency has the same commitment to client-service excellence as Burson-Marsteller and shares our passion for our profession”, said Roman Geiser, Chief Operating Officer of Burson-Marsteller EMEA.

The affiliation agreement with Ecker & Partner will replace Burson-Marsteller’s collaboration with Hohegger|Com which came to end beginning of this year.

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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 73 affiliate offices, together operating in 98 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY), the largest communications services group.

About Ecker & Partner

Ecker & Partner (www.eup.at) is a leading full service PR consultancy. Founded in 1998, it now is one of the largest independent communication agencies in Austria with a headcount of 35 and a net fee income of EUR 6.7 million. Its core competencies include Public Affairs, Financial Communications, International & intercultural communications, Crisis Communications, CSR, Brand & Product PR and Events. The company is part of the Leading Advisors Group (LEAD) network, which brings together Austria's best qualified communications consultants and offers unique range of services. Key clients include: OMV, Ernst & Young, General Motors, Sony Playstation, Hutchison, Fujitsu Technology Solutions, Red Bull, Ministry for Education and Culture, Austrian Federal Railways.

Contacts:**For Burson-Marsteller**

Katarina Wallin Bureau
Managing Director, EMEA Strategy
Burson-Marsteller
Tel: +32 473421141
Email: katarina.wallinbureau@bm.com

For Ecker & Partner

Dietmar Ecker
Managing Director and Owner
Ecker & Partner
Öffentlichkeitsarbeit and Public Affairs GmbH
Loquaipplatz 12
A 1060 Vienna
Phone: +43 (0)1 / 599 32 12
E-mail: d.ecker@eup.at