



For Immediate Release

NINETY THINGS TO WATCH IN 2009

JWT's Annual List Includes Pisco Sours, Inconspicuous Travel and the Collective Consciousness

NEW YORK, December 26, 2008 — JWT, one of the largest advertising agencies in the world, today released its list of 90 things to watch in 2009.

“Our list points to the broader trends we’re seeing, showing the ways in which these shifts will manifest in our everyday lives,” says Ann Mack, director of trendspotting at JWT.

Among these shifts, the recession will make the biggest impact, says Mack. “A lot of what to watch in 2009 relates to consumers’ adaptation to the economic situation, from ‘affordable nutrition’ to ‘more under one roof,’” notes Mack.

JWT’s list of 90 Things to Watch in 2009 (unranked and in alphabetical order):

1. 21st-Century Networking
2. Affordable Nutrition
3. Amy Poehler
4. Apatow-esque Humor
5. *Bruno*
6. Building a Beauty Arsenal
7. Buraka Som Sistema
8. Career Reinvention and Extension
9. Chat-Avoidance Services
10. *The Cleveland Show*
11. Cloud Computing
12. The Collective Consciousness
13. Creativity in the Informal Economy
14. Credit Card Dieting
15. Crowdfunding
16. The Decline of E-Mail
17. Distraction as Entertainment
18. DIY Repairs and Renovations
19. Doha
20. *Dragonball*

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21. EarthRoamer
22. Electric Bikes
23. Elizabeth Banks
24. Emma Stone
25. The Energy Race
26. Environmental Exercise
27. Family-Friendly TV
28. Freebies
29. Gerard Butler
30. Girl Talk
31. Giving Circles
32. Gluten-Free
33. Good Old-Fashioned Cooking
34. Graphic Novels Hit Hyperdrive
35. The Green-Collar Class
36. hi5
37. Holographic Projection
38. Home as Castle
39. HomeAway
40. Homemade Beauty Treatments
41. *How to Talk to Girls*
42. Incognito luxury
43. Inconspicuous Travel
44. Innocent Cosmetics
45. Lady GaGa
46. Lala.com
47. Lance Armstrong
48. Lykke Li
49. Maria Pinto
50. Marketing with Aromas
51. Michelle Obama
52. Microfinancing's Second Wave
53. Mobile Phones Get Personal
54. More Under One Roof
55. NASA's Kepler Telescope
56. Netbooks

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57. *Noor*
58. No “Paper” in Newspapers
59. Nutrition Replaces Dieting
60. Obama-speak
61. ODO7
62. Online TV Network Crackle
63. Online Video Ads
64. Outliers (as a term)
65. Palin’s Grandson
66. Personalized Travel Guides
67. Pisco Sours
68. Presidential Sightseeing
69. Prince William Wedding Watch
70. Product Source Tags
71. Radical Transparency Meets Genomics
72. Readers + Social Media = Revenue?
73. Residential Market for Solar Power
74. Ricky Rubio
75. Russell Brand
76. Safe-keeping
77. The Small Movement
78. Smart Garages
79. South Africa
80. Stuart Karten
81. Sustainable Fishery
82. T. Boone Pickens
83. Telepresence
84. Touch Screens
85. Twitter Copycats
86. Virtual Reality Therapy
87. Virtual Socializing
88. Widgets
89. Wikileaks
90. Xbox Streaming

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About JWT

JWT is the world's best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 85 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg's, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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Contact: Alyson Valpone | Department of Communications | 212.210.7825