GfK Response to Announcement By WPP Group plc

Contributed by GfK
Thursday, 10 July 2008
Last Updated Thursday, 01 January 2009

Ad hoc AnnouncementÂ

GfK Aktiengesellschaft (â€œGfKâ€•): Response to announcement by WPP Group plc (â€œWPPâ€•)

The Management Board of GfK notes the announcement released by WPP earlier this morning and confirms that it has consequently agreed to terminate the proposed merger with Taylor Nelson Sofres plc ("TNSâ€•).

GfK is actively pursuing a proposal which would involve an alternative all-cash offer being made for TNS with the involvement of an identified potential source of equity and equity related financing.Â While negotiations are at an early stage, GfK has received a strong indication of interest in this transaction.Â The form of consideration being considered is all cash, although the formal right to vary this is reserved.

As part of the arrangements terminating the proposed merger with TNS, certain revised break fee arrangements have been agreed between GfK and TNS.

Further announcements will be made as appropriate