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INDEPENDENT JAPANESE PR AGENCY ACTIO JOINS WAGGENER EDSTROM WORLDWIDE GLOBAL ALLIANCE

ACTIO IS EXCLUSIVE ALLIANCE MEMBER IN THE JAPANESE MARKET

SEATTLE and TOKYO – Oct. 8, 2007 – Waggener Edstrom Worldwide (WE) today announced that it is entering the Japanese market by partnering with one of Japan's leading independent PR and marketing agencies. Actio Inc. has joined Waggener Edstrom Worldwide's Global Alliance program, which has current Asia Pacific alliance members in Australia, India and South Korea. Both agencies are set to benefit from this alliance through enhanced client counsel and service capabilities across international markets.

"The goal of our WE Global Alliance program is to create a community of like-minded independent agencies that deliver clients a seamless and consistent agency experience around the world," said David Ko, executive vice president and managing director of Asia Pacific at WE. "Japan is a very important and complex market for companies to engage in. Our alliance with a local, well-established company such as Actio will enable our clients to leverage and navigate the Japanese market and its influential environment to their fullest advantage."

Both agencies are already collaborating on shared client campaigns, and will be addressing a range of new client engagement opportunities from across WE's global network of wholly owned offices and WE Global Alliance members.

According to Actio President Suga Nariyoshi, the alliance offers an important collaboration in the international growth of Actio: "As our clients' audiences continue to grow and stretch across global markets, we believe that our participation in WE's Global Alliance program will enable us to leverage WE's advanced public relations technology and rich knowledge and experience of global markets to enhance our counseling and public relations activities. Competition in the Japanese market is becoming increasingly intense, and this is the right time to offer our clients new tools, international skills and expanded perspectives in order to improve their public perception and brand awareness in the external markets."

Since its introduction in early 2007, the WE Global Alliance program has expanded to include members in Australia, India, Italy, South Korea and Spain. The WE Global Alliance program enables Waggener Edstrom Worldwide to develop a specific value proposition in line with the agency's vision and deliver a consistent brand experience for clients around the world.

About Actio Inc.

Established in 2003 and located in Tokyo, Actio Inc. is one of Japan's leading boutique agencies, specializing in Information Technology, Healthcare, Automobile and Corporate Communications. Clients include Microsoft, NetSuite, and Sawai Pharmaceutical Co. Ltd. More information can be found at <http://www.actioinc.jp>.

About Waggener Edstrom Worldwide

Waggener Edstrom Worldwide is a multiservice global public relations agency. Founded in 1983 and independently owned, the agency was named PRWeek's Large Agency of the Year for 2004, and was named Best Agency to Work For in 2004 and Best Large Agency to Work For in 2006 by the Holmes Report. The agency has over 700 employees, 15 offices around the world and six global practices - Technology, Healthcare, Public Affairs, Corporate Communications, Consumer Marketing and Digital Strategies. More information can be found at <http://www.WaggenerEdstrom.com>.

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