



BERINGER ADVISES TAXI ON ITS SALE TO WPP

Beringer Capital is pleased to announce that it has acted as the exclusive advisor to TAXI, one of the world's leading innovative creative networks, on its sale to WPP (Nasdaq: WPPGY), the world's largest communication services group.

Founded in Montreal in 1992, TAXI has built its reputation on its highly innovative creative work. Headquartered in Toronto, the agency employs approximately 350 people across its two offices in Toronto as well as offices in Montreal, New York, Calgary, Vancouver and Amsterdam. TAXI was named Canadian Agency of the Year by *Marketing Magazine* in 2001 and 2005, and *Strategy Magazine's* Agency of the Year award in 2002, 2003, 2004, 2005 and 2008. TAXI New York in 2007 and 2008 won the O'Toole Award for Creative Excellence from the American Association of Advertising Agencies.

The TAXI leadership team will continue to drive the organization, with Paul Lavoie retaining his role as Chairman and Rob Guenette serving as TAXI's CEO. Lavoie will report to Peter Stringham, who is Chairman and CEO of Young & Rubicam Brands and TAXI will become one of the Young & Rubicam Brands agencies.

"TAXI is a fantastic addition to our group. It will fit perfectly with the 30 companies at Young & Rubicam Brands that span the marketing communications spectrum offering another exciting dimension to create innovative integrated solutions," said Peter Stringham. He added, "We also believe that their strong client roster will benefit from the wide range of resources and talents at Young & Rubicam Brands."

"TAXI is extremely proud of what we have accomplished as an independent over the past 18 years, including US expansion in 2004 and Europe in 2009," stated Paul Lavoie. "The time is right for a partner as we continue to realize the potential of the TAXI brand around the world."

"Our talks have focused heavily on sharing expertise and opportunities," explained Rob Guenette. "For our clients, this represents access to a broad knowledge base and on-the-ground responsiveness," he added.

A team from Beringer Capital, led by Perry Miele and Andrea Nickel, served as the exclusive financial advisor to TAXI.

About Beringer Capital

Beringer Capital www.beringercapital.com is a leading independent investment and financial advisory firm based in Toronto, Canada, that focuses on the marketing services, communications and specialty media industry in North America. Beringer has made a number of private equity investments in the sector and also provides mergers and acquisitions and other advisory services to leading marketing services and media companies.