

FOR IMMEDIATE RELEASE

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NEW YORK – May 14, 2008 - Planet 2050's parent, Weber Shandwick, has been crowned Gold category winners at the SABRE Awards Ceremony in New York for their work with Yum! Brands, Inc. and World Hunger Relief Week, scooping the top honours in the Business and Society, Corporate Social Responsibility category.

Yum! Brands, Inc., the world's largest restaurant company and home of well-known brands including KFC, Pizza Hut and Taco Bell, rallied it's nearly one million global employees, 125 million weekly customers and others to raise awareness about global hunger, encourage volunteerism at local hunger relief sites and spur donations to benefit the United Nation's World Food Programme.

Yum's first-ever "World Hunger Relief Week", in October 2007, was supported by extensive media outreach across myriad forms of traditional and new media in more than a dozen languages by Weber Shandwick's multi-office, global team. This first-year program helped raise visibility through more than a billion media impressions and most importantly will help feed more than 400,000 of the world's most hungry citizens for the next year. As planning is underway for 2008, the World Food Programme has already declared it to be the most successful public-private global hunger initiative in history.

The SABRE (Superior Achievement in Branding and Reputation) Awards have become established as the most sought-after awards in the global public relations arena, recognizing the best programs in specific brand-building and reputation management across the United States, Europe, Middle East and Africa.

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About Weber Shandwick

Weber Shandwick is one of the world's leading global public relations firms with offices in major media, business and government capitals around the world. The firm specializes in strategic marketing communications, media relations, public affairs, reputation management, and crisis and issues management. It also offers corporate communications counseling services. The firm provides specialized integrated services including Web relations, advocacy advertising,

market research and visual communications. Weber Shandwick received the highest client-satisfaction honors in the 2007 Agency Excellence Survey by *PRWeek* U.S. and in 2006, was named Large PR Firm of the Year (PR News U.S.), European Consultancy of the Year (*The Holmes Report*) and Network of the Year (Asia Pacific PR Awards). The firm also won the 2005, 2006 and 2007 United Nations Grand Award for Outstanding Achievement in Public Relations. To learn more, please visit www.webershandwick.com.

Weber Shandwick is a unit of The Interpublic Group (NYSE: IPG), which is one of the world's leading organizations of advertising agencies and marketing services companies.

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