



# Cole & Weber Red Cell Becomes Cole & Weber United

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Our new name is Cole & Weber United... and no, we aren't starting a professional soccer team or an airline takeover attempt... at least not yet! Our name is changing because our network is changing. There are nine of us Red Cell offices that are breaking off to create a new WPP global network that is a better expression of what Red Cell originally envisioned. Andy Berlin, the new Chairman of the United network, has hand-picked nine of the top agencies in the Red Cell Network that share common goals: an unrelenting drive toward excellence in creativity and strategy, and a maniacal focus on innovation in marketing.

These companies represent great diversity, which we embrace, embody and celebrate. Worldwide homogeneity... you won't find it here. What you will get is:

- Nine offices filled with entrepreneurs, all among the very best in their markets;
- The ability to provide our clients with a wider range of unexpected solutions to their communication needs;
- An organization that, unlike "micro networks" that are expanded with a watered-down version of a home office, has nine home offices;
- Marketing entrepreneurs who have chosen to come together, rather than being thrown together;
- and The power and prestige of the WPP network, backing our success. The official name of the new network is Voluntarily United Group of Creative Agencies. But you'll know us simply as Cole & Weber United.

The other agencies consist of:

- Berlin Cameron in New York
- Sra. Rushmore in Madrid
- LDV in Antwerp
- WM in Buenos Aires
- Red Cell in Milan (to be renamed)
- HHCL in London
- Les Ouvriers in Paris
- Bates in Oslo (to be renamed)

At some point we may add a few more top agencies to the mix, as we still have a few more regions we would like to cover including Germany and China, but our intention is to stay small enough that every company adds unique value and is big enough to service clients looking for global coverage and perspective. For more information about us or our new name, give Mike Doherty or Brad Harrington a call at 206-447-9595. 