



To the Global Enfatico Team:

Today, we announced a proposal to restructure our team and decrease our workforce by approximately 8 percent. This difficult decision is a direct result of the global recession and pressures affecting virtually all aspects of the economy, especially the technology sector. Dell has continued to proactively manage its operating expenses, including marketing expenditures, to map to these new realities. In turn, we must streamline our business to adjust for these unprecedented economic times.

While these proposed actions will undoubtedly apply new pressures on our young agency, it is critical that we remain focused on teamwork, support and possibility. The best organizations come together during times of difficulty and often emerge stronger when the storms pass. We must stay unwaveringly committed to Dell and its business results — our unique partnership will be a source of strength for both organizations.

We must also focus on building a successful business on behalf of WPP's shareholders. For each of us, this means maximizing our productivity, making practical choices and taking steps both large and small to reduce costs. It also means an aggressive drive to win new clients and diversify our portfolio. We have several new business pitches in the works, and we are hopeful to announce some positive news on this front soon.

I know you will have questions about what this means for our agency. I encourage you to share your questions and feedback with your manager, leadership team member, or directly with me. I value your perspectives.

We all joined Enfatico with a sense of entrepreneurialism and opportunity — with the conviction that there is a better, more effective way to deliver strategic marketing services. Despite the challenges ahead, I remain inspired by this vision and each of you who help bring it to life on a daily basis. Thank you for your passion, commitment and great work.

All the best...

A handwritten signature in black ink, appearing to read "Torrence". The signature is fluid and cursive, with a large initial "T" and a long, sweeping underline.

Torrence