

Alex Norman, CEO, Liveworld-WPP



Alex Norman leads business development, strategy, management and operations for LiveWorld-WPP. Liveworld-WPP is a joint venture with WPP providing online community and social networking services to WPP agencies and client brands worldwide.

Prior to joining Liveworld-WPP in 2006, Mr. Norman played key roles in major advertising/marketing agency networks both within WPP and at his own ventures over the past 12 years. Mr. Norman's brand experience spans consumer, business-to-business and corporate assignments in automotive, financial services, package goods, beverage, consumer electronics, technology, entertainment, government, and retail. His client partners have included blue chip firms such as American Express, Ford Motor, Mattel, Sony Electronics, LG, Gillette, IBM, Wal-Mart, Telefonica, AT&T, Xerox, Heineken, and Campbell's.

About LiveWorld, Inc.

LiveWorld (OTC: LVWD, www.liveworld.com <<http://www.liveworld.com>>) is the leading interactive marketing agency specializing in online social networking and customer communities for Fortune 1000 companies. LiveWorld creates, operates, and manages online customer communities based on its unique community applications and moderation platform. LiveWorld solutions enable companies to strengthen customer relationships, increase revenues, and reduce costs. With 20 years of experience, an extensive applications platform, over 1 million hours of delivered moderation and nearly \$10 Million in revenue, LiveWorld is the trusted partner of leading brands worldwide. Clients include America Online, A&E Television Networks, AOL UK, American Express, BEA Systems, BlogSafety.com, eBay, BBC Worldwide, The Campbell Soup Company, Coca-Cola, Discovery Communications, Dove, HBO, Intel, Kraft Foods, Land Rover, MacWorld & PC World, Mattel, MINI Cooper USA, Sprint, MTV, QVC, Verizon, Tulane University, and TV Guide. LiveWorld is headquartered in San Jose, California and deploys its services in over 70 countries and over 30 language combinations.

About WPP

WPP (NASDAQ: WPPGY <<http://www.wpp.com>>) is one of the world's leading communications services groups, providing national, multinational and global clients with advertising; media investment management; information, insight & consultancy; public relations & public affairs; branding & identity, healthcare and specialist communications.

Our worldwide companies include JWT, Ogilvy & Mather Worldwide, Y&R, The Voluntarily United Group, Grey Worldwide, MindShare, MediaCom, Mediaedge:cia, Millward Brown, Research International, KMR Group, OgilvyOne Worldwide,

Wunderman, 141 Worldwide, Hill & Knowlton, Ogilvy Public Relations Worldwide, Burson-Marsteller, Cohn & Wolfe, CommonHealth, Sudler & Hennessey, Ogilvy Healthworld, Enterprise IG, Landor and Fitch among others.

Our companies provide communications services to clients worldwide including more than 330 of the Fortune Global 500; over one-half of the NASDAQ 100 and over 30 of the Fortune e-50. Collectively, WPP employs more than 92,000 people in 2,000 offices in 106 countries.