



July 2, 2010

H.E. Ban Ki-moon
Secretary-General
United Nations
New York, NY 10017
USA

Subject: Application for UN Global Compact Initiative

Dear Mr. Secretary-General,

I am writing this letter as chief executive officer of Waggener Edstrom Worldwide, Inc., to support my company's application to join the United Nations Global Compact initiative.

Waggener Edstrom Worldwide is committed to making a difference in the world by adopting responsible, sustainable business practices; contributing economically and socially to society while respecting and helping conserve natural resources; being accountable for our actions; and contributing to a better quality of life for our employees and the communities in which we live and operate. Within our influence, we are committed to adhering to and advancing the Global Compact Ten Principles with respect to human rights, labor, environment and anti-corruption, for the long term. We are committed to making the Global Compact and its principles part of our culture, operations and strategic business initiatives; and to engage in collaborative projects that advance the goals of the United Nations, particularly the Millennium Development goals. We will state this commitment in future Corporate Responsibility reports.

Waggener Edstrom Worldwide is a global communications consultancy. We are passionate about driving impact through communications. Our corporate mission is to be the pre-eminent leader in giving a powerful voice to innovations that influence markets, inspire people and improve lives. Our corporate citizenship vision is to create sustainable communities through collaboration, leadership and partnerships.

We recognize that a key requirement for participation in the Global Compact is the submission of a Communication on Progress (COP) that describes our company's efforts to implement the ten principles. We support public accountability and transparency, and therefore we commit to report our progress within one year of joining the Global Compact, and annually thereafter according to the Global Compact COP policy.

Sincerely,

A handwritten signature in blue ink that reads 'Melissa Waggener Zorkin'.

Melissa Waggener Zorkin
CEO, President and Founder
Waggener Edstrom Worldwide, Inc.