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Tribal DDB Appoints Asia Pacific New Business Development Director/Managing Director Greater China

New York, January 18, 2006—Adam Good, 36, currently Managing Director of Tribal DDB Australia, has been appointed Asia Pacific New Business Development Director and Managing Director of Tribal DDB Greater China, effective February 1, 2006.

In his new position based in Hong Kong, Mr. Good will be responsible for establishing a stronger interactive presence in Greater China with particular focus on Hong Kong, Shanghai and Taiwan. He also will be responsible for Tribal DDB Asia Pacific interactive business development for the world's sixth-largest Interactive agency network.

In light of growing client demand for interactive marketing support, and the rapid pace of technological development in Greater China, Mr. Good aims to strengthen the interactive product offering across the Asia region. "Moving to Hong Kong and working in the Greater China region offers plenty of challenges and mountains to climb. The market is moving so fast, and as such I'm excited to embrace Asia's contrasting colors and fast moving advertising environment. I'm excited about where Asia, especially China, is regarding their exposure to media and digital communication. The next few years should see some wonderful developments in how brands can develop engaging interactions with consumers," he said.

Matt Freeman, CEO, Tribal DDB Worldwide, said, "Asia is a significant part of Tribal's growth strategy and Adam is the ideal leader for the region. We will look for Adam to build on the success he has already demonstrated in turning Tribal Australia into the 'Agency of the Year' and to help lead our multinational clients' efforts throughout the region."

Mr. Good has more than 15 years' experience in digital and multimedia communications. A film and television graduate, he began his career in the Australian film and television and entertainment industry before assuming roles at Microsoft Network Australia as Entertainment Producer, and then NewsCorp as Executive Producer of News Interactive. He joined DDB Australia in 1999 and in early 2000, he set up the Tribal DDB Sydney agency and subsequently the Tribal DDB Melbourne operation in March 2003. Tribal DDB Australia is the leading interactive agency in Australia, winning more new business, effectiveness and creative awards than any other Australian interactive agency over the past two years. Tribal DDB Australia currently holds both the AdNews and, more recently, the B&T Interactive Agency of the Year award titles.

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ABOUT TRIBAL DDB

Tribal DDB Worldwide (www.tribalddb.com) is a full-service interactive agency that consistently ranks as one of the largest and most award-winning networks in the world. Headquartered in New York, Tribal DDB Worldwide includes 31 offices spanning 19 countries throughout the Americas, Europe and Asia Pacific. The firm's multinational clients include American Airlines, ExxonMobil, ING, Johnson & Johnson, McDonald's, Microsoft, PepsiCo, and Volkswagen. Tribal DDB Worldwide is part of Omnicom Group's (NYSE: OMC) DDB Worldwide.

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