



Press Release

DDB New York Strikes the Right Chord with Gibson Guitar as New Lead Agency

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Location New York

FOR IMMEDIATE RELEASE

The world's premier musical instrument manufacturer, Gibson Guitar announced today that it has selected DDB New York as their agency of record.

DDB New York will work with the company in developing campaigns that support its family of brands in broadcast and interactive mediums.

"We are pleased to partner with DDB New York and look forward to working with the entire team on creating some very memorable moments for Gibson Guitar," said Henry Juskiewicz, Chairman and CEO Gibson Guitar.

"It's been a dream of mine to work with Gibson Guitar," said Lee Garfinkel, Chairman and Chief Creative Officer of DDB New York (and avid Gibson guitar player.) "Gibson Guitar is an icon in rock n' roll history and we are excited to partner with them in taking this legendary brand into the future."



About Gibson Guitar

Gibson is known worldwide for producing classic models in every major style of fretted instrument including acoustic and electric guitars, mandolins and banjos. Gibson's digital guitar represents the biggest advancement in electric guitar design in over 70 years. Gibson Guitar Corp's family of brands now includes Epiphone, Dobro, Kramer, Steinberger, Tobias, Slingerland, Valley Arts, Maestro, Baldwin, Chickering, Hamilton and Wurlitzer. For more information on Gibson, go to www.gibson.com/press.

About DDB New York

DDB New York is the flagship office of the DDB Worldwide network with a blue-chip roster of clients including Anheuser-Busch, Cotton Inc., Diet Pepsi, Exxon-Mobil, Johnson & Johnson, Lipton, Merck, Philips and Subaru. Creatively centered on the principles of its founder, Bill Bernbach, DDB New York adheres to the belief that "at the heart of an effective creative philosophy is the belief that nothing is so powerful as an insight into human nature."

Unleash your potential

DDB: Twice named The Gunn Report's Most Awarded Agency Network, *Adweek's* Global Agency and Ad Ages Global Network of the Year. Four-time winner, Clio Agency Network of the Year. Winner of more awards than any other network in the history of the Cannes International Advertising Festival. Tribal DDB, named *Adweek's* Interactive Agency of the Year for 2005.

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Contact: Amy Cheronis

212-415-2075