



Press Release

DDB Worldwide Names Bob Scarpelli Chairman/Chuck Brymer Appointed President and CEO

Keith Reinhard Becomes Chairman Emeritus

Date 4/3/2006

Location New York

FOR IMMEDIATE RELEASE

Omnicom Group Inc. President and CEO John Wren announced today that Chief Creative Officer Bob Scarpelli, 53, is assuming the additional post of Chairman of DDB Worldwide. At the same time, Interbrand Group Chairman and Group Chief Executive Chuck Brymer, 46, will become President and CEO of the global agency network.

Brymer succeeds Ken Kaess, 51, who died on March 27. At Interbrand Group, Brymer will be succeeded by Jez Frampton, CEO of Interbrand London. Brymer's and Frampton's new positions are effective immediately.

"One of Ken's legacies as a CEO is the management team, including the executive committee, he assembled at DDB. The appointment of Chuck will carry on that collaborative spirit," Wren said.

"I am honored to succeed Keith, one of the true visionaries in this business, as chairman," Scarpelli said. "And I look forward to working with Chuck to unleash the potential of DDB and its people. Chuck understands that our culture is one that puts people first and he values creativity."

"DDB has been a passion of mine. Helping it grow into a creative powerhouse was the most satisfying accomplishment of my career," Mr. Reinhard, who will continue to have an office at



DDB, said. “Watching the network flourish under Ken’s leadership was enormously gratifying and I have no doubt the company will soar to even greater heights under the guidance of Bob and Chuck.”

Under Brymer’s leadership, Interbrand has expanded to over 30 offices serving clients in 80 countries and has become the leading authority on brands, corporate identity and design, producing effective and award winning work for clients, such as, AT&T, British Airways and Samsung. Brymer has written and lectured extensively on brands, corporate identity and design. With *Businessweek*, he created the annual ranking of the “The World’s Most Valuable Brands.” And in partnership with *The Economist*, Brymer authored the book “Brands and Branding.”

Wren noted, “Chuck’s diverse experience within advertising and marketing services and his recognition that all great work stems from a powerful idea made him the obvious choice to lead DDB.”

Commenting on his new position, Brymer said, “I am looking forward to my new role at DDB, one of the most storied names in advertising. Under Ken’s leadership, DDB has successfully expanded into CRM, retail activation and interactive. It is well known for its creativity and ability to produce powerful ideas and transform them into creative business solutions. To lead such an agency and its people is a tremendous honor.”

Brymer joined Interbrand, the world’s largest branding and design consultancy, from BBDO New York in 1985 as the president of its US business and became Chairman and Chief Executive of the global company in 1994. As head of the company, he has led both its strategic development and the development of subsidiary companies including DesignForum, BrandWizard and Markforce Associates. He began his career in advertising in Houston with BBDO in 1982 when he opened BBDO’s branch office there.

Omnicom Group Inc (NYSE: OMC) (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom’s branded networks and numerous specialty firms provide advertising, strategic media planning, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

Contact: Pat Sloan 212-415-2109