



Press Release

DDB Worldwide Wins Unilever Ice Cream Brands in the US *DDB Also Scoops Up Unilever Heartbrand and Dessert Brands*

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Location New York

New York, January 29, 2008 – Unilever has awarded its US ice cream brands, including Breyers, Klondike, Popsicle and Good Humor to DDB Worldwide, part of Omnicom Group Inc., Chuck Brymer, President and CEO of DDB Worldwide, announced today.

In addition to the US win, DDB also won both the global Heartbrand ice cream accounts and the Unilever dessert brands in global markets.

Peter ter-Kulve, Unilever's Senior Vice President, Ice Cream, noted, "DDB delivered truly inspired responses to our brief. We were really impressed by their creativity and planning approaches."

In total, DDB will work on approximately half of Unilever's global ice cream portfolio which represents half of the marketing spend. The agency's first work will appear in 2009.

"Unilever owns some of the world's truly great brands, some of which we already work on. Bob Scarpelli (DDB Chairman and Worldwide Chief Creative Officer) and I are excited about DDB's expanded relationship with Unilever and we are all looking forward to working with Peter and his team," Brymer said.

About DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the fourth largest consolidated advertising and marketing services global network and the most awarded agency network in the world according to *Creativity* magazine in 2006. In 2007, DDB's digital agency, Tribal DDB Worldwide, was the first ever interactive agency to be named Global Network of the Year by *Advertising Age*. With more than 200 offices in over 90 countries, DDB provides creative business solutions for some of the world's most prestigious and influential brands.

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