



Press Release

Above All, RSAF Picks DDB

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FOR IMMEDIATE RELEASE

Singapore (January 5, 2009) – The Republic of Singapore Air Force (RSAF) has appointed DDB Singapore its advertising agency of record to develop and manage through-the-line communications for its recruitment and corporate branding needs for the next two years.

DDB outshone the competition and won the right to retain the business through the pitch process mandated for government agency partnerships. The Omnicom agency has been the incumbent handling the RSAF account since it was first appointed in April 2002.

“The RSAF has been the pride and honor for DDB Singapore, and we salute them for being a cutting-edge marketer for award-winning work! We’re thrilled and excited to help the RSAF fly even higher – above the line, online and through-the-line!” said David Tang, President and CEO of DDB Singapore Group.

DDB will be responsible for creative advertising, media strategy, strategic partnership alliances, and direct marketing, while Tribal DDB will develop the vital digital and online engagement work. Media strategy and placement will be handled by PHD Singapore.

Under DDB, the RSAF has picked up numerous awards over the last six years, including Gold Effies, for such compelling work as “A Force Like Nothing of Earth” and “I am the Wind.” It has also been one of the foremost clients in online creativity under Tribal DDB. The creative work for the Air Force has been commended and lauded at the Singapore Effie Awards, IAS Hall of Fame Awards, Asian Marketing Effectiveness Awards, Digital Media Awards and Singapore Outdoor Awards, since 2005 to date.



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DDB SINGAPORE GROUP

DDB in Singapore comprises DDB Singapore, Tribal DDB Singapore, Rapp Singapore, Trigger and DDB Health. It is a full-service marketing communications agency offering consulting, research, strategy, advertising, design, interactive, data analytics, direct marketing, and events services. DDB in Singapore is part of the DDB Worldwide communications network with more than 206 offices in 96 countries. DDB Worldwide is a member of Omnicom Group Inc.

DDB WORLDWIDE

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 2006. In 2007 Tribal DDB was named Global Agency Network of the year by *Ad Age*. Four-time winner, *Adweek* and *Advertising Age* Global Network of the year, DDB also was named the World's Top Network in Europe by *The Gunn Report* in 2006 and 2007. With more than 200 offices in over 90 countries, the DDB Group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that influence social communities, drive results and TalkValue™.

OMNICOM GROUP INC

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, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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