



Press Release

DDB Latin America and US Hispanic Establish D Day to Recognize The Transformative Powers of Digital and Interactive Creative Integration

Date 4/21/2008

Location Miami

Miami, Florida, April 21, 2008 - Key Executives from more than 20 countries in Latin America and the Caribbean will be in Miami on April 22, 2008 for D Day, an initiative of DDB Latin America and US Hispanic President Juan Carlos Ortiz, whose goal is to infuse DDB regional planning and regional creative management with a digital and interactive esprit de corps.

Factoring into consideration the transformation that new media and technology are producing in consumer behavior, DDB Latin America is taking steps to generate ideas that truly influence the consumer. "The world is different with digital an essential pillar of creativity," said Ortiz.

With participating speakers from DDB, Tribal DDB, My Space, Yahoo! Telemundo, Terra, Starmedia, EMI Music Publishing and others, D Day is a one day conference exploring trends, insights, creativity with a digital component, mobile marketing, viral marketing, advergaming, Rich Media, new digital media, social networks, social media, Web 2.0 and music as the core of entertainment.

This regional plan will be replicated locally in each one of the DDB Latin America and US Hispanic offices to share the thinking of how D Day is Everyday.

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 create TalkValue™, influence social communities, and drive results.



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