



Press Release

DDB Worldwide Inducted into American Business Media's Hall of Fame

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Location New York

NEW YORK, October 6, 2008 – DDB Worldwide was honored on October 1 at the American Business Media's 13th Annual Creative Excellence in Business Advertising (CEBA) Awards with induction into the CEBA Creative Hall of Fame.

The awards, held at Jazz at Lincoln Center in New York City, celebrate outstanding business advertising achievements in publications, digital media and face-to-face events.

"This is a fantastic honor for DDB, and we are proud to receive this recognition on behalf of all 206 DDB offices around the world," said Bob Scarpelli, chairman and chief creative officer, DDB Worldwide. "CEBA, like DDB, believes that creativity is the most powerful force in business."

Three other honorees –The Martin Agency, Gordon Bowen, founder/CCO of mcgarrybowen, and Tom Stein, president/CEO/founding partner of Stein Rogan + Partners – were also inducted.

Advertising and marketing industry judges Mark DiMassimo of DiMassimo Goldstein; Lynn Giordano of Gotham, Inc.; Todd Heyman of OlgilvyOne; Marc Lucas of Avenue A | Razorfish; Maggie Powers of Doremus; and Michael Ruby of Stein Rogan + Partners poured over hundreds of entries to select all award recipients.



The 2008 CEBA Awards were sponsored by *Adweek Media*, *BBN Networks*, *BtoB* magazine, *Nielsen Business Media*, *Reed Exhibitions* and *United Business Media*.

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About American Business Media

Founded in 1906, American Business Media is the association of business information providers, delivering business intelligence to industry professionals worldwide, including Madison Avenue, Wall Street and the Beltway. Its 300-plus member companies reach an audience of more than 100 million professionals and represent nearly 6,000 print and online titles and over 1,000 trade shows, with well over \$26 billion in annual revenues.

About DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to Advertising Age. DDB also has been frequently ranked as the most awarded agency network in the world by Creativity magazine and The Gunn Report, among others. 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. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).