



Press Release

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DDB Canada sets new industry standard for sustainability, transparency and accountability

Agency unveils ECHO sustainability program and supporting online dashboard

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Location Vancouver

DDB Canada is proud to unveil its internal sustainability program called ECHO that is helping to transform the agency into a more socially and environmentally conscious organization. With the launch of the ECHO program, DDB Canada takes the lead in the Canadian marketing communications industry with its transparent approach to accountability reporting on its sustainability commitments and actions.

DDB Canada is publicly reporting on its new corporate social responsibility initiative through an easy to use interactive online dashboard that communicates the agency's ECHO program and its progress in a clear, concise manner.

The dashboard at www.ddbechology.com or directly accessed at www.ddbechology.com/sustainability.html, presents DDB Canada's vision for a strong, healthy and responsible agency by providing descriptions of the four ECHO pillars and detailed information on the agency's goals and initial targets to becoming more sustainable.

"It's important for companies to be transparent about their CSR commitments. The dashboard is an interactive way to communicate to staff, clients and the business community our program of ongoing change. We want to share it to inspire others," says Frank Palmer, chairman and CEO, DDB Canada. "As leader in the communications



industry, we feel it's important to undertake these necessary steps to better understand the impact we make and be able to counsel our clients in this important, emerging area.”

DDB Echology, the corporate social responsibility arm of DDB Canada, developed the ECHO program for the agency to use in its five offices. DDB Echology chose the on-line reporting tool to avoid unnecessary paper use and to provide staff, clients and the public with an up-to-date, real-time reporting mechanism.

Since DDB Canada made its commitment to sustainability and created DDB Echology in April 2008, the agency has put its operations under total scrutiny, working with Junxion Strategy, Canadian Business for Social Responsibility and Pinchin Environmental to determine an accurate baseline measurement that is key to establishing meaningful, sustainable targets for the agency.

“Our commitment to sustainability is part of a long, continuing process. We’ve gone to great efforts to set attainable goals that put us on the path toward positive, ongoing change and improvement,” says Steve Kennedy, managing director, DDB Echology. “Rather than selecting random targets, we underwent a comprehensive process to benchmark our current performance to understand areas we could improve. The online dashboard is an interactive way to display these targets and other details of our company-wide sustainability strategy.”

DDB Canada’s four ECHO pillars of sustainability stand for:

- Environmental Footprint
- Community Building
- Human Resource Practices
- Opportunities for Influence

Within each pillar, the dashboard describes new programs for measuring DDB Canada’s carbon footprint, improving procurement, reducing waste, improving the experience of staff and building upon the agency’s already significant community investments.



“With over 300 staff members working in professional services, DDB Canada’s waste stream and carbon footprint is relatively small compared to larger companies, specifically in manufacturing. However, for sustainable behavior to gain cultural momentum, it’s important for all sectors to participate,” says Peter ter Weeme, principal, Junxion Strategy. “Plus, given the opportunity for the agency to influence its clients and consumer behavior, DDB Canada’s impact is significant.”

DDB Canada’s new online dashboard was developed in partnership with Visible Strategies, a leading sustainability strategy mapping company based in Vancouver.

Within its global network of offices, DDB Worldwide is also creating authentic sustainability programs as well as CSR initiatives and service offerings. DDB Group France has launched a robust sustainability program, while in the US, the DDB Brand Integrity Group (DDB BIG) in DDB Seattle provides corporate citizenship services.

About DDB Echology

DDB Echology (www.ddbechology.com) helps clients “do the right thing and say it the right way” by creating authentic sustainability programs supported by powerful communications strategies to motivate employees, create lasting social movements, build brands and bring about positive change. DDB Echology is a business alliance between DDB Canada and Junxion Strategy. Together they offer a powerful combination of Junxion Strategy’s expertise in sustainability strategy and counseling matched by DDB Canada’s leadership in creativity and brand stewardship.

About DDB Canada

DDB Canada (www.ddbcanada.com) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. Known for advertising that generates significant results for clients, DDB Canada is *Strategy* magazine’s 2007 Agency of the Year and was named one of the “Best Small and Medium Employers in Canada” in 2007 by the Queen’s University School of Business. A “total communications company,” DDB believes creativity is the strongest business tool. DDB Canada has offices in Victoria, Vancouver, Edmonton, Toronto and Montreal. The agency integrated divisions include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, Rapp Collins (direct), Radar DDB (social media marketing and DDB Echology (corporate social responsibility).



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