



Press Release

DDB SEATTLE WINS MICROSOFT OFFICE LIVE SMALL BUSINESS ACCOUNT FOLLOWING REVIEW

Account marks the fourth Microsoft win for DDB Seattle in 2008

Date December 11, 2008

Location Seattle, Washington

Seattle, December 11, 2008 – DDB in Seattle announced today that they have been selected as the lead agency for Microsoft Office Live Small Business following a review that included the incumbent. DDB has worked with various Microsoft business groups for more than ten years, and currently the agency's combined Microsoft initiatives are the office's largest client.

Office Live Small Business is an award-winning, easy-to-use suite of Web-based software and services designed to help small businesses affordably take, promote and manage their businesses online. Customers sign up for free and receive the essentials for establishing a professional Web presence, including a domain name, Web hosting and business-branded e-mail and multiple business applications. Customers can then tailor the service to meet their needs by adding low-cost sales and marketing features such as e-commerce, search marketing and e-mail marketing. More information can be found at <http://smallbusiness.officelive.com>.

Before adding Office Live Small Business, DDB's core Microsoft clients included relationships with the licensing and partner groups, as well as Microsoft Across America events. This is the fourth new piece of Microsoft business DDB Seattle has added to their roster in 2008.



“DDB was a clear choice for us,” said Michael Schultz, Director of Product Marketing for Office Live Small Business. “Their team demonstrated the digital marketing expertise we were looking for across a broad range of disciplines. From copy and design to demand generation and social media, we’ll be working closely with DDB to ensure we connect the dots throughout all of our customer touchpoints.”

“Microsoft is a very important account to DDB,” said Dick Rogers, President of DDB North America. “To grow the business from small direct response projects ten years ago to being the lead marketing partner on one of Microsoft’s key initiatives is a real testament to the caliber of work our team in Seattle delivers. I’m incredibly proud.”

Work on the account has already begun.

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).

Contact:

Cathy Carl
206.287-7130
cathy.carl@sea.ddb.com

Contact:

Pat Sloan
212-415-2109
pat.sloan@ddb.com