



Press Release

FOR IMMEDIATE RELEASE

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Location New Zealand

NEW ZEALAND ADVERTISING TOP OF THE WORLD

Auckland, New Zealand, January 9, 2009 - A Kiwi advertising agency has kicked off 2009 with a bang, announcing this week that DDB New Zealand has been rated the world's number one advertising agency in the 6th Annual Bestadsontv.com Rankings.

DDB New Zealand beat out some of the world's biggest advertising names, such as BBDO New York, Saatchi & Saatchi London, Mother UK and Wieden & Kennedy, Portland.

The Best Ads Rankings rate the world's leading advertising agencies, clients and TVC production companies according to the quality of their creative work during the year.

Agencies across the globe can submit work in one of five categories that are judged weekly (TV, Outdoor and Print) or monthly (Radio and Interactive). Each week, the best TV, Outdoor and Print are critiqued by a leading international creative expert. Every ad that makes it into the Week's or Month's Best list is showcased online and all agencies involved are awarded points. These are then tallied up to give the year's overall rankings.

In 2008, DDB New Zealand had Best Ads work selected for every major client in its portfolio, including NZ Lotteries, Cadbury, Tasman Insulation, Sky TV and Volkswagen.

DDB Chairman and Chief Creative Officer Bob Scarpelli says, "Sometimes our biggest ideas come from our smallest countries. That has certainly been the case with DDB New Zealand over the years. They consistently do what DDB does best: create



communications that people like and like to talk about. I am very proud of our New Zealand team for capturing this honor.”

DDB New Zealand Deputy Creative Director Bridget Taylor says, “Best Ads is one of the fairest awards competitions out there, as it measures agencies’ work over the course of an entire year.

“This win shows that DDB New Zealand has consistently performed, week in, week out, at a global level. It’s fantastic to know that our work touches people across the world – it shows what hard work, determination and an amazing team can achieve.”

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).

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