



Press Release

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GLIDDEN PAINT APPOINTS DDB TO MANAGE U.S. MARKETING EFFORTS

New York, NY, February 25, 2009 – Glidden Paint announced today that it has selected DDB New York as its marketing partner in the U.S. for a full-scale brand relaunch.

“Glidden has long been associated with innovation and understanding the end user. Working with the innovative team at DDB will be critical as we look to grow our business and lead in the category,” said Rob Horton, Vice President of Marketing for AkzoNobel Paints U.S. “DDB brought us terrific nontraditional ideas that will generate awareness of Glidden’s dramatic new products and drive brand insistence in the larger retail home improvement stores.”

DDB will be a partner in everything from package design and in-store displays to television and online ideas in assisting with the brand reinvention. DDB New York is working in partnership with ETCETERA, a DDB company in Amsterdam. ETCETERA has worked for Glidden’s parent company AkzoNobel for 15 years. PHD will handle media.

“We are thrilled to call Glidden our partner and to start working with them on this exciting and important endeavor to help this 100-year-old brand find a new voice and greater relevance in its field,” said Peter Hempel, President and CEO of DDB New York.



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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