



For Immediate Release

Contacts: Caron Gremont
(202) 973-2940
cgremont@porternovelli.com

Cathy Carl
(206) 287-7130
Cathy.carl@sea.ddb.com

DDB WORLDWIDE, SAN FRANCISCO NAMED AGENCY OF RECORD FOR SOYJOY®

Global Agency to Launch New Campaign for Whole Soy Product

Northridge, CA (March 27, 2009) - Advertising agency DDB Worldwide in San Francisco has been named agency of record for SOYJOY®, an all-natural, nutrient-rich snack baked with whole soy and real fruit. SOYJOY is owned by Los Angeles-based parent company Pharmavite® LLC. DDB will begin immediately creating and executing a multimedia advertising campaign for the product.

"DDB demonstrated great expertise and passion in the food and nutrition arena that came through in their strategy and creative work," said Gary Kuchta, chief marketing officer for Pharmavite. "We are excited about the partnership and confident it will help us take SOYJOY to the next level."

"We are thrilled to be selected as SOYJOY's new agency partner," said Lisa Bennett, DDB San Francisco Chief Creative Officer. "The team is energized and anxious to begin working on what will be a truly integrated campaign."

The DDB team consisted of members from DDB, Tribal DDB and PhD all in San Francisco. DDB joins Pharmavite public relations agency of record Porter Novelli on the SOYJOY account. Both agencies are a part of Omnicom Group, Inc.

Pharmavite's portfolio includes the Nature Made® vitamin, mineral, herb, and supplement brand - the number one selling broad-line brand of vitamins in the food, drug, mass, and club channels.

###

About Pharmavite

For more than 35 years, consumers and retailers have trusted Pharmavite for high-quality, research-based products that contribute to optimal health and overall wellness. As a provider of great-tasting, nutritious products, like SOYJOY, Pharmavite is dedicated to helping people lead healthier lives through nutrition education and awareness (Pharmavite.com).

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(TM), influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).