



Press Release

DDB DOMINATES EFFIES: AGENCY WINS FIVE MORE AWARDS THAN CLOSEST COMPETITORS

Date 4/1/2009

Location New York

DDB has learned that it will take home eleven Effie awards this year, a whopping five more trophies than any other agency network. Impressively, every one of DDB's five U.S. offices are award winners – the first time for DDB that an all-location sweep has occurred.

“Effies are incredibly important to DDB because they represent the essence of our business – marrying strategy with creative to generate results for our clients,” said Dick Rogers, President of DDB North America. “And in particular, I’m gratified that all of our U.S. offices are award winners. This truly demonstrates our consistent excellence from coast to coast.”

The following DDB campaigns are winners in their respective categories:

- **The Field Museum** - “They Exist” - Culture & The Arts
- **Cars.com** - “Plan B Not Required” - Internet Products & Services
- **McDonald's** - “Unsnobby Coffee” - Beverages, Non-Alcohol
- **Activision** - “Call of Duty 4; World Leaders” - Influencers
- **Electrolux** - “Be Even More Amazing” - Household Furnishings & Appliances
- **Clorox Green Works** - “Just What the World Needs: Another Green Cleaner” - Household Supplies & Services
- **New York Lottery** – “Everybody Wants a Little Bit of Luck” - Government/Institutional/Recruitment
- **McDonald's** – “Unsnobby Coffee” - Restaurants
- **New York Lottery** – “Everybody Wants a Little Bit of Luck” - Renaissance
- **Clorox Green Works** – “The Reverse Graffiti Project” - Influencers
- **McDonald's** – “Unsnobby Coffee” - David vs Goliath

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Introduced in 1968 by the New York American Marketing Association, the Effie Awards honors campaigns that most effectively accomplish their stated marketing objectives. Effie is the only national advertising award designed to measure a campaign's success in reaching its intended audience and producing results. More than 300 of the country's top advertising and marketing executives review the campaigns submitted and select winners. At the Effie gala on June 3rd at Cipriani's 42nd Street in New York City, DDB will learn which of those eleven winners are gold, silver and bronze.

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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