



Press Release

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DDB Worldwide Agencies and Companies Top Award Shows and Rankings

***Win Grand Cristal in China, Agency of the Year in South Africa and
No. 1 Consolidated Network Ranking***

New York, April, 27, 2009--DDB Worldwide Communications Group Inc. has been ranked the top consolidated agency network by *Advertising Age* for the second consecutive year.

The agency network, a part of Omnicom Group Inc., also announced today that DDB China Group won the top award, the Grand Cristal, at the China Cristal Awards in Shanghai, for its Cheer for China Olympics campaign created for McDonald's last year. At the awards show, DDB China Group's DDB and Tribal DDB also won the Integrated Cristal for Cheer for China. And Tribal DDB bagged the Cyber Cristal for the "Color Your Life" campaign for Philips Electronics.

The China Cristal awards were launched this year in China to identify the best creative work and talent in greater China and are modeled after the Meribel Ad Festival and the MENA Cristal Awards. Jury members represent both clients and agencies.

The wins follow last week's news out of South Africa that DDB SA was named Ad Agency of the Year by *AdReview* at the seventh annual *AdReview* Awards in Kyalami, Johannesburg. "Though relatively small, the judges felt the agency outgunned its bigger rivals on a pound-for-pound basis in terms of creativity, effectiveness and business success," wrote *BizCommunity.com*, which covers daily media, marketing and advertising news in the region.



These awards come on top of DDB US winning 12 Effies, double those of its closest competitor. The Effie wins will be announced in New York on June 3 at the Effie Awards gala.

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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