



Press Release

FOR IMMEDIATE RELEASE

Date 4/6/2009
Location New York

DDB Gulf launches Firefly DDB, its new Telecom Brand Strategy Unit

Dubai, April 6, 2009 - UAE-based DDB Gulf, a member of the DDB Worldwide Communications Group, today announced the launch of Firefly DDB, a telecom brand strategy team providing expertise and insights on consumer behavior in the ever evolving telecom sector.

Firefly DDB is headquartered in the UAE. Its global team will provide valuable data on how technology influences consumer behavior and how this plays a pivotal role in changing the marketplace.

Firefly DDB will be spearheaded by the core team of Najam Khawaja, CEO of DDB Gulf, Abdul Karim, the group's Head of Strategy, and Eiléen Lee, its Head of Marketing.

With in-depth knowledge of the telecom sector and powerful insights into the impact of technology on brands and consumers, Firefly DDB will offer clients innovative creative business solutions in the rapidly changing telecom industry. The new group will benefit from access to a directory of established resources and its veteran researchers to forecast consumer, global industry and telecom technology trends, with the capability of tailoring findings for each client globally.

Najam said: "Firefly DDB aims to help clients think outside the box and help develop brands through our deep understanding of the consumer and using our proprietary tools. The new group will identify consumer and technology trends specifically related to the telecom sector. In an age when mobile connectivity is increasingly prevalent, Firefly DDB will connect technology and consumers, identify business opportunities and provide business strategy and consulting which offers end-to-end solutions anywhere in the world."



Patrick Ehringer, President of DDB MENA, noted, “The telecom industry is undergoing continuous change as new technologies are introduced and applications continue to redefine the business, enabling connectivity and the creation of communities in innovative ways. Firefly DDB will enable true engagement with the mobile lifestyle.”

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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