



Press Release

DDB China Group grabs extra McDonald's business following successful online campaigns.

Date 9/26/2007

Location Shanghai

Shanghai - McDonald's China has shown a clear vote of confidence in DDB China Group by extending the Agency's remit beyond digital assignments. McDonald's has now appointed DDB China Group as one of its official roster agencies in China. It will handle the fast food chain's value campaigns throughout China.

Dick van Motman, President & CEO of DDB China Group said: "Globally DDB and McDonald's have a relationship which goes back many decades. We are delighted that McDonald's is entrusting us with more campaigns in China. McDonald's confidence in DDB follows our proven success in helping them create exciting online campaigns."

"It's a demonstration of the excellent integration we have achieved between our various units in China. We are thrilled to be developing our remit beyond online into above-the-line advertising." Van Motman added.

"As McDonald's business continues to expand in China with multiple growth platforms in 24 hrs services, Drive Thrus, Kiosk, Breakfast, Core Menu, Value, etc, the addition of DDB into our Creative Agency portfolio will put McDonald's in a even stronger position to accelerate our speed to market as well as to fully maximize our first mover advantage in these uniquely McDonald's offerings." Said Phyllis Cheung, Chief Marketing Officer, McDonald's China.

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About DDB and DDB Guoan

DDB Worldwide Communications has had its presence in China since 1992. In mid 2006 DDB joined forces with CITIC Guoan, China's premier communications company (and part of the CITIC Group) to form DDB Guoan, one of the top 5 agencies in China. The alliance provides unparalleled reach in China. DDB Guoan is led by Mr Yan Gang, Chairman and Mr Dick van Motman, Chief Executive Officer. DDB Guoan has offices in Beijing, Shanghai and Guangzhou. It works for a growing list of blue chip clients, both International and local. Services offered range from traditional Advertising to Interactive (Tribal DDB), Promotions and Brand Activation (Rapp Collins). For more information about DDB Guoan, please visit. www.ddb-guoan.com.

DDB Worldwide Communications Group Inc (www.ddb.com) is the fourth largest consolidated advertising and marketing services global network and the most awarded agency network in the world according to Creativity magazine 2006. With more than 200 offices in over 90 countries, DDB provides creative business solutions guided by its proprietary philosophy and process of Co-Creativity. Home to the world's largest multidisciplinary Creative Co-Op, DDB and its marketing partners build and deliver unique, enduring, and powerful brand experiences for competitive advantage. Three-time winner *Adweek* and *Advertising Age* Global Network of the Year. Number one in *Creativity* magazine's 2006 ranking of agencies. Four-time winner, Clio Agency Network of the Year. Winner of more awards than any other network in the history of the Cannes International Advertising Festival. DDB Worldwide is a member of Omnicom Group Inc.

Omnicom Group Inc

Omnicom Group Inc (NYSE: OMC) (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

For more information please contact:

Chloe Reuter

Chloe.reuter@ddb-guoan.com

Tel: +86 21 6407 9191x275