



Press Release

dRM DDB Names New President/CCO; Announces New Agency Moniker

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FOR IMMEDIATE RELEASE

Miami - (September 10, 2007) – DDB North American President **Dick Rogers** announced today key executive changes at dRM DDB and a new name for one of the leading Hispanic marketing agencies in the U.S.

Eduardo del Rivero, who served as President & CEO of dRM DDB since 1994, has announced his retirement from the company.

“I am very proud of my tenure and accomplishments at dRM DDB. I now want to explore other opportunities and have more time to devote to both my family and other business ventures,” del Rivero said.

Assuming the role of President & Chief Creative Officer of the agency is **Luis Miguel Messianu**, who was an agency founder and has been the CCO since the agency's inception.

“Luis Miguel has the passion and leadership to take this agency to the next level, and I'm sure he'll produce terrific business results for their clients,” Rogers said. “Under Luis Miguel's creative leadership, the Agency has already developed some of the best creative work and business results in the DDB network over the last few years. He has all the right skills and enthusiasm for this important job.”

With these changes, dRM DDB is relaunching as **Alma DDB**. “Alma” is a Latin word that means “soul” and transcends language and travels across cultures.

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"It's a brand new day for the Agency. We have an amazing and experienced management team, great long-standing clients and we're part of one of the most creative networks in the world," Messianu said. "We have a renewed energy and thought it was the perfect time to reinvigorate our brand."

Messianu has been recognized as winner, lecturer and juror at leading industry festivals such as the Clios, Andys, Effies, Beldings, Radio Mercury, Tops, Addys, the New York Festival, Clarin (Argentina), Pregonero (Costa Rica), San Sebastian (Spain), Jade (Guatemala), Cuspide (Puerto Rico), AICP, Emmy Awards and FIAP (Argentina).

Messianu chairs the Creative Committee for AHAA (Association of Hispanic Advertising Agencies) and was the organization's first-ever recipient of the President's Awards. He was a founding member and was elected as the First President of the Creative Circle of the Latin Market. He is also a member of the Board and has been part of the Faculty at the Miami Ad School.

About DDB: 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.

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