

For Immediate Release

11/22/04

M/A/R/C[®] Research Appoints Merrill Dubrow new President and CEO

Former Harris Interactive Senior VP to lead market research pioneer into its fifth decade.

IRVING (Dallas) November 22, 2004 – M/A/R/C[®] Research, one of the top full-service marketing research and consulting agencies, and part of Omnicom Group Inc. (NYSE: OMC), has named Merrill Dubrow as its President and Chief Executive Officer.

Merrill will assume the top leadership role at M/A/R/C's Dallas suburb headquarters immediately. He will be responsible for all aspects of the company's operations and growth. Dubrow replaces Sharon Munger, former president/CEO, who retired after almost 32 years in the M/A/R/C Group.

"There were three main reasons I chose to accept this position," Dubrow explained. "M/A/R/C is a pioneer in the market research industry set to celebrate its 40th anniversary in 2005; it's owned by Omnicom with access to amazing resources for clients; and it has a solid reputation as an elite Top-30 research company."

"There was an incredible buzz from people in the industry when they heard I was coming to such a great firm," Dubrow added. "I look forward to expanding M/A/R/C's amazing client service and innovative, action-oriented solutions."

Dubrow, 42, boasts over two decades of involvement in the market research industry. Prior to taking the leadership role at M/A/R/C, Dubrow was senior vice president of client development for Harris Interactive's Service Bureau. His role was to work with its market research clients to understand and satisfy their unique needs.

Over the years, Dubrow has acquired extensive client service skills and market research expertise, starting as an interviewer for a firm that became Quick Test. He then worked for CRC Information, Phone Lab Research, BizRate.com, and Elrick & Lavidge before becoming a record-setting business developer for Harris Interactive.

Dubrow has served as vice president of the Professional Chapters Council of the national American Marketing Association (AMA), president of AMA's Boston Chapter, and co-chair of AMA Leadership Summits. He recently began a term on the executive board of the Marketing Research Association (MRA). In addition, Dubrow is a regular speaker at industry conferences organized by the AMA, MRA and Council of American Survey Research Organizations (CASRO) and universities such as Northeastern, Boston, Emory, and University of Pennsylvania.

About M/A/R/C[®] Research (www.marcresearch.com)

M/A/R/C[®] Research is a brand development research and consulting firm that helps clients identify the best marketing decision options with research insights that are linked to and predictive of future market outcomes. Through proven models – *Assessor*[®] for new product development and optimization, and *MarketLink*SM for brand health and customer loyalty – M/A/R/C's marketing scientists and researchers offer precision and actionability that's unavailable with conventional approaches.

Since 1965, M/A/R/C research teams have served as extensions of client research groups to help them launch better products and services and build stronger brands. They deliver what is

promised by adhering to a Service Ethic grounded in the goal of earning the lasting trust of clients through insights that are error-free, within budget, easy to use, and action-oriented.

With client-service offices in Irving, TX, Greensboro, NC, and Irvine, CA, M/A/R/C[®] Research is a part of Omnicom Group Inc. (NYSE: OMC) www.omicomgroup.com. Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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