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M/A/R/C® Research Announces New Senior Vice President

Dallas— M/A/R/C® Research is pleased to announce the promotion of Susan Hanks to Senior Vice President. Susan started at M/A/R/C 21 years ago bringing with her a wealth of client-side expertise. During the time she has been with M/A/R/C, Susan has held positions of increasing responsibility. In her tenure, she has conducted research among consumers, patients, health care professionals and business decision-makers in several industries, in particular, health care, travel and leisure, restaurants, retail, consumer packaged goods, technology, and financial services.

“Susan continues to be one of our key contributors driving the success of our business,” says Merrill Dubrow, President & CEO, M/A/R/C Research. “She is a dedicated professional who goes above and beyond to produce exemplary work. She is an invaluable team member and we are fortunate to have her working to bring insight and value to our clients every day.”

Susan has experience across a broad range of analytic techniques, including forecasting, conjoint and discrete choice analysis, factor and cluster analysis, CHAID, derived importance, perceptual mapping and correspondence mapping.

Susan works primarily from M/A/R/C’s satellite office in Greensboro, NC.

About M/A/R/C® Research

M/A/R/C® Research is a custom marketing research firm dedicated to helping clients create, evaluate and strengthen their brands. M/A/R/C’s teams design and execute qualitative and quantitative, traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised. Our core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue and bottom-line impact of a client’s actions.

M/A/R/C helps businesses address consumer, channel and B2B marketing issues to launch better products and services, attract and retain valuable customers, and build stronger brands. Our proven, marketing-issue-focused solutions support clients’ brand-building efforts.

M/A/R/C has been successfully designing, executing and analyzing studies to help clients across a range of industries since 1965. We deliver research answers with a business perspective in the language of decision-makers.

M/A/R/C’s client-service locations are in Dallas, TX (headquarters); Greensboro, NC; Nashville, TN; New York, NY; and St. Louis, MO.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc.

Omnicom Group Inc. (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 and buying,

digital and interactive marketing, 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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