

FOR IMMEDIATE RELEASE:
February 5, 2013
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M/A/R/C® Research Announces New Executive Vice President

Dallas— M/A/R/C® Research welcomes Peter Mimnaugh to our New Business Development team in the U.S. Peter is an accomplished research professional with an extensive background in new product development and forecasting.

Peter began his career with Yankelovich, Skelly & White, where he served in the Laboratory Test Market Group - one of the early pioneering firms in simulated test markets. Following his time at YSW, he developed and validated forecasting models for a host of consumer durables categories. He also developed the VMS forecasting model for commercial use and another model that proved to accurately predict sales of both new and re-launched vehicles for the auto industry.

During his 25+ year career, Mimnaugh has worked on product initiatives across a diverse range of consumer goods and services. He has executed STM's in North America, Latin America, Asia Pacific and Europe. Most recently, Peter directed the volume forecasting group for TNS North America.

Peter is based in M/A/R/C's office in New York.

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. M/A/R/C is a part of Diversified Agency Services, a division of Omnicom Group Inc.

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.omicomgroup.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.