

FOR IMMEDIATE RELEASE:

January 29, 2013

Media Contact: Brandon Tabor

1.800.884.6272 ext 8932

Brandon.Tabor@MARCresearch.com

M/A/R/C® Research Hires New Business Development Directors

Dallas— M/A/R/C® Research welcomes Suann Griffin and Mike Fisher as the newest members of the New Business Development team. Both Griffin and Fisher bring more than 12 years of marketing research experience to M/A/R/C.

Suann came to M/A/R/C from World One, a global panel provider to healthcare marketing research firms, where she was a US Account Manager and leader in global compliance. At M/A/R/C Suann will focus on client development with an emphasis on brands in the Southeast. Suann is based in Greensboro, NC.

Mike joins M/A/R/C from Questback bringing an elaborate background in dining and hospitality. Over the years Mike's focus has been in business development and consumer insights in the hospitality sector including eight years with Maritz Research and four years with Hyatt. At M/A/R/C Mike will primarily focus on client growth in the dining and hospitality sectors. Mike is based in Chicago, IL.

M/A/R/C warmly welcomes Suann Griffin and Mike Fisher to the team.

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.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.