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M/A/R/C® Research Announces New Research Director

Dallas— M/A/R/C® Research welcomes Sheila King as Research Director and newest member of the M/A/R/C® team. Sheila brings more than 20 years of research experience to M/A/R/C®. She is an accomplished professional, well versed in both quantitative and qualitative techniques, specializing in custom research and analysis.

Sheila began her career as a Custom Research Assistant at M/A/R/C® more than twenty years ago. Since then, she has worked as both client and supplier across a broad array of industries. Most recently Sheila utilized her talents at Prince Market Research, as well as Catalyst Healthcare Research, a division of Prince specializing in custom research solutions for health and wellness providers, health plans, and suppliers.

At M/A/R/C®, Sheila is responsible for the design, execution and management of quantitative and qualitative research studies, focusing on healthcare, pharmaceuticals and biotechnology. M/A/R/C® is delighted to welcome Sheila back to the research team.

Amy Barrentine, Executive VP of M/A/R/C®, says, “We are thrilled to have Sheila’s skills, knowledge and experience to enhance our talented healthcare team at M/A/R/C.”

Sheila is based in M/A/R/C’s Nashville satellite office.

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.