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FOR IMMEDIATE RELEASE

M/A/R/C President and CEO, Merrill Dubrow, Wins Meritorious Service Award

Dallas—(June 10, 2014) M/A/R/C® Research is proud to recognize President and CEO, Merrill Dubrow, as the 2014 recipient of the Meritorious Service to Market Research Award. The Marketing Research Association (MRA) extends this award to members of the Market Research community who exhibit leadership, dedication and innovation to the Market Research industry.

In the announcement of the award, MRA recognized many of Dubrow's achievements and contributions within the Market Research industry including: Dubrow's terms on the MRA Board of Directors, his term as President of the AMA Boston chapter and the many University boards for which Dubrow serves as an advisor. In addition to industry organization contributions, Dubrow has spoken at over 30 Market Research conferences, mentored multiple researchers and guided the career paths of several young professionals. Since 2006, Dubrow has moderated "The Merrill Dubrow" blog, a largely followed forum that blends Dubrow's Market Research expertise with his personal style and recreational interests.

The MRA described Dubrow as "A Market Research Hero" and thanked him for his continued service to the Market Research industry. Dubrow was honored to accept the award, saying "The Market Research industry has given so much to me over the years; it's truly a pleasure to give back to an industry I'm so passionate about."

About M/A/R/C® Research

M/A/R/C® Research is a full-service custom marketing research firm dedicated to aiding in the creation, evaluation, and strengthening of brands. Since 1965, M/A/R/C® has designed and executed qualitative and quantitative research with traditional and online solutions while adhering to a client-service ethic built on dependability and collaboration.

M/A/R/C® specializes in analyzing consumer and B2B marketing challenges as part of the effort to improve marketing strategy and brand strength.

M/A/R/C® Research is headquartered in Dallas, Texas with satellite offices in Greensboro, N.C., Nashville, Tenn., New York, N.Y., Atlanta, Ga., Santa Fe, N.M., Chicago, Ill., and St. Louis, Mo.

M/A/R/C® Research is part of the DAS Group of Companies, a division of Omnicom Group Inc.

About The DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.