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

Dallas— M/A/R/C® Research welcomes Rob Arnett as the newest member of the Executive team. Arnett has more than 30 years of marketing research and consulting experience across a vast amount of industries and categories.

Arnett is no stranger to M/A/R/C. Two years after he began his career at Frito Lay as an Associate Marketing Research Manager, Rob took a position at M/A/R/C's Greensboro office as an Account Executive. In just two years, he was promoted to Vice President for his strong expertise in all research methodologies as well as his ability to deliver actionable results.

Rob parted ways with M/A/R/C in 1992 when he was offered a position as Senior Vice President at Targetbase. He would later return to M/A/R/C for six more years as a Senior Vice President working in new product forecasting using the Assessor® model. He then pursued the role of Managing Partner of SDR Consulting as well as Senior Partner of Solution Partners Consulting.

“I have had the pleasure of admiring Rob Arnett from a distance and now I am very excited to be able to work alongside him,” says Merrill Dubrow, President and CEO of M/A/R/C. “Rob is an industry leader and has a passion for research that is second to none. His talent around finding research methodologies to solve client issues is deep, action-oriented and memorizing.”

During his 30+ year career, Arnett has worked on many research projects specializing in new product forecasting, product optimization, pricing, market segmentation and opportunity identification. He's one of the nation's top consultants and a master at turning complex research studies into concise, actionable deliverables. M/A/R/C is excited to welcome back Rob Arnett as Executive Vice President.

Rob is based in M/A/R/C's office in Greensboro.

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.omicomgroup.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.