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M/A/R/C® Names New Vice President of Business Development

Dallas— M/A/R/C® Research welcomes Rick Johnston to our Account organization in the US. Rick is an accomplished professional with an extensive background in the marketing research industry. He is an industry leader known for his innovative ideas and exemplary client service.

“We are excited to have Rick onboard,” says Scott Waller, M/A/R/C Research. “Rick’s track record, professional relationships and experience will allow us to expand our services to new and existing clients in several key industry sectors”

Rick’s major area of expertise is healthcare but he has experience with qualitative and quantitative methods across a wide range of industries and businesses.

Most recently, Rick worked at Harris Interactive, HCD Research, and AC Nielsen HCI. Rick holds a BS from Rutgers University and an MBA from FDU.

Rick is based in M/A/R/C’s office in Flemington, New Jersey.

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.

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.

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