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M/A/R/C® Research Announces Two New Senior Vice Presidents

Dallas—M/A/R/C® Research is pleased to announce the promotions of Alice Butler and Patricia Wakim to Senior Vice President.

Alice has over 27 years of experience with M/A/R/C in developing talent and solutions for executing research studies across diverse industries. As the leader of Research Services, Alice manages M/A/R/C's data collection and service partners while assisting their client teams in the development and implementation of innovative solutions. Alice is an active member of the Marketing Research Association and is currently serving as National Chair of the Education Committee and past President of the Southwest MRA Chapter.

Patricia Wakim brings more than 20 years of financial management experience providing information and insight to the executive team that is critically important in the decision making process. She is revered for her sound fiscal management skills and accurate forecasting ability that has driven the company to achieve its financial goals year-upon-year. Contributing to her financial expertise is her experience in a variety of industries including the advertising/publishing, banking, retail and technology industries, prior to joining M/A/R/C.

Alice and Patricia work from M/A/R/C's main office in Irving, TX.

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.

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.