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**Tribal DDB Tops *Advertising Age* Digital A-List:
Shaveeverywhere.com Named Digital Campaign of the Year**

NEW YORK, October 17, 2006—*Advertising Age* this week named Tribal DDB New York's shaveeverywhere.com for Philips Norelco Digital Campaign of the Year for 2006. The campaign for Tribal's global client, Philips, launched in May and has since received many prestigious honors, including a Gold Lion at Cannes and two golds at the New York Festivals.

Tribal DDB New York, with DDB NY, faced the challenge of broaching the sensitive topic of body grooming for men, and thus the Bodygroom guy was born. Steve Nesle, executive creative director at Tribal New York, said: "We needed an ambassador who in his personality was disarming and comfortable and credible."

In the first month the site was visited by over one million viewers, mentioned in over 1,500 blogs with more than 13,000 links pointing to it, and was named "Site of the Week" by *Communication Arts* and others. It has received numerous kudos in the press, including a feature in the *Wall Street Journal*, multiple citations in *USA Today* and a spotlight on CNBC's *On the Money*.

In addition to topping the charts in buzz, the site propelled the product to the #1 spot in Amazon.com's personal care category and held that post for eight straight weeks, becoming one of the most successful product launches in Amazon.com history. In only five months the campaign has tripled Philips Norelco's sales projections.

ABOUT TRIBAL DDB

Tribal DDB Worldwide (www.tribalddb.com), *Adweek's* Interactive Agency of the Year for 2005, is a full-service interactive agency that consistently ranks as one of the largest and most award-winning networks in the world. Headquartered in New York, Tribal DDB Worldwide includes 35 offices spanning 21 countries throughout the Americas, Europe and Asia Pacific region. During the 52nd Cannes Festival in 2005 Tribal DDB took home the most Lions, the Cyber Grand Prix, and was named Interactive Agency of the Year. Tribal DDB Worldwide is part of Omnicom Group's (NYSE: OMC) DDB Worldwide.

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