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Tribal DDB Worldwide Becomes First Digital Shop to Win Global Agency Network of the Year Advertising Age Gives Unprecedented Award

New York, New York, January 20, 2008—*Advertising Age* announced today that it has named Tribal DDB Worldwide as its Global Agency Network of the Year. This marks the first time in history that a digital company has ever won the honor.

"I could not be more proud of my Tribal DDB colleagues all around the world. This is a true testament to the exceptional talents that populate our network – and to the exciting future of our company," says Worldwide Chief Executive Officer, Matt Freeman.

Since its inception, Tribal DDB has consistently ranked at the top of its industry as measured by both revenue growth and awards. This year's achievement comes on the back of the success in 2007 of nine new office openings, thirty-one major new business wins and over seventy-five major awards reflected across all regions and various categories including media, direct marketing and mobile.

"Tribal has a great understanding of the DNA of a brand, and they can look across the landscape. They really aren't about the medium; they are about the idea," said Susan Smith Ellis, CEO of (RED), a Tribal DDB client and former Omnicom Group executive.

"Tribal today has become a legitimate rival to the global networks, recognized by its clients as a brand partner with the new-media savvy many marketers crave," said *Advertising Age*.

"Matt Freeman and his entire Tribal DDB team have done an amazing job in delivering inspiring ideas that are driving growth and value for clients. The work speaks for itself," said Chuck Brymer, President and CEO of DDB Worldwide Group.

Despite the increasingly large size of Tribal's global network, the company takes a collaborative and borderless approach to serving clients' business. This "collective brain" culture has led to highly effective and awarded work across a multitude of different media and geographies.

In Asia its viral campaign for McDonald's in 2007 won "Top 10 Best Campaigns in Asia" and "Top 10 Best Interactive Campaigns in China" by Media and Digital Media respectively. In Germany, for telecom giant Deutsche Telekom, it handles the entire account, including creative, media, direct and digital. In North America, just shortly after being named Nokia's digital agency of record for mobile- phone division, Tribal was chosen to develop their central idea for its 2008 ad platform over all its partners.

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“The idea that they brought back was really impressive,” says Nicki Purcell, senior digital marketing manager for Nokia. “It was much broader than just the digital space. It was something that captured what Nokia was trying to do across platforms.”

ABOUT TRIBAL DDB WORLDWIDE

Tribal DDB Worldwide (www.tribalddb.com) is headquartered in New York and includes 44 offices spanning 25 countries throughout the Americas, Europe and Asia Pacific region. In 2006 Tribal DDB received accolades from *The Wall Street Journal*, *Businessweek*, Forrester Research Inc. and more. In 2005 Tribal DDB was named Interactive Agency of the Year by *Adweek* and the Cannes International Advertising Festival where it took home the most Lions and the Cyber Grand Prix. Tribal DDB Worldwide is part of Omnicom Group’s (NYSE: OMC) DDB Worldwide.

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