



FOR IMMEDIATE RELEASE

Ketchum Appoints Mark Bainbridge General Manager for Ketchum Shanghai

Hong Kong, September 21, 2010 - Ketchum Greater China, the Asia Pacific division of top-five global public relations agency Ketchum and a unit of Omnicom Group, yesterday announced the appointment of Mark Bainbridge as General Manager, Ketchum Shanghai.

In this position, Mark will lead Ketchum's Shanghai operations, which continues to register strong momentum in 2010, with an expanding client roster and key new talent coming on board over the past several months.

Mark brings nearly 16 years of agency management experience and a deep understanding of the Chinese market to Ketchum Shanghai. He spent 12 of his 16 years in the communications industry in Shanghai and Taipei, where he held senior level positions in agency business and was responsible for business development, client management and counseling, strategy development, creative idea evaluation and execution.

"With more than 150 employees working across five offices in five major cities, Ketchum Greater China plays an important role in the agency's global network," said Kenneth Chu, partner and CEO Ketchum Greater China. "Mark's unique blend of multi-discipline agency experience and business operations background will be a key asset for our continued growth in Shanghai and commitment to deliver breakthrough programs for our diversified roster of clients."

Mark worked in Shanghai for over five years, first as Managing Director and later as Group Managing Director of Ogilvy and Mather Shanghai, where he developed their multi-discipline operation covering public relations, advertising and interactive media, serving some of the world's most iconic brands, including, Siemens, Volkswagen, Ford, Mazda, HSBC, Unilever, Kodak, and Allianz.

Just last month Ketchum Greater China celebrated its 30th anniversary as a pioneer and leader in the Chinese PR industry.

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About Ketchum

Named 2010 “Large Agency of the Year” by *The Holmes Report*, Ketchum ranks among the largest global communications consultancies and leads the industry in the U.K. and continental Europe as Ketchum Pleon. With five global practices – Brand Marketing, Corporate, Healthcare, Food and Nutrition, and Technology – and specialty capabilities that include Access Communications (high- and consumer-tech PR), Concentric Communications (experiential marketing, events and meetings), MMG (clinical trial recruitment), Ketchum Global Research Network, and Ketchum Sports & Entertainment, Ketchum leverages its marketing and corporate communication expertise to build brands and reputations for clients. For more information on Ketchum, a unit of Omnicom Group Inc. (NYSE:OMC), visit www.ketchum.com.

About Ketchum Greater China

A professional communications consultancy since 1980 and now in its 30th anniversary year, Ketchum Greater China operates six offices in Greater China including Hong Kong, Beijing, Shanghai, Guangzhou, Chengdu and Taipei, as well as a network of affiliates throughout the Asia Pacific region. With a blue chip client roster in four key practice areas including Corporate/Financial Communications, Brand Marketing, Food and Nutrition and Technology, the agency represents news-making companies, offering them an extensive breadth and depth of knowledge and expertise. Its program innovation and execution excellence have consistently gained industry recognition, including top awards presented by leading PR industry magazine *PRWeek* and China International Public Relations Association. Ketchum Greater China is a member of Ketchum, one of the top-ten global public relations firms. Additional information on Ketchum and its award-winning work can be found at www.ketchum.com.

About Omnicom Group

Omnicom Group Inc. (NYSE-OMC) (www.omicomgroup.com) is a leading global advertising, marketing and communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, 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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