



PRESS RELEASE

Ketchum Appoints Stanley Lam General Manager, Digital Business, Monitoring and Measurement Solutions, Greater China

Hong Kong, April 20, 2011 - Ketchum, a leading global public relations consultancy, today announced the appointment of Stanley Lam as general manager of its Digital Business, Monitoring and Measurement Solutions (DBMS) division for Greater China. The appointment is a key initiative of the agency to further strengthen its global leadership position in PR measurement analytics.

Stanley will be based in Hong Kong and oversee teams in five offices: Hong Kong, Beijing, Shanghai, Guangzhou and Taipei. He will report to Betty Lo, president Ketchum Greater China. Stanley will work closely with Ketchum Global Research to align DBMS proprietary products such as *mediaROI* and *e-alerts* with Ketchum's other analytical tools globally.

"Our in-house monitoring and measurement team is a unique feature that differentiates Ketchum from our competitors," said Lo. "Analytics is an area of continually growing importance in calculating the value of PR campaigns and it is an area we intend to stay at the forefront of."

The new role is a return to Ketchum for Stanley who was vice president of DBMS Hong Kong in 2005. Prior to taking up his latest position, Stanley was vice president, marketing and sales, media at PCCW, Hong Kong's leading media and digital service provider. His deep knowledge in marketing digital and mobile solutions will be a tremendous asset in the future development of DBMS business.

Stanley said, "Measurement is an essential element of any PR program and the rise of digital communications channels is giving it additional impetus. DBMS turnkey measurement tools provide the insights to evaluate any campaign at the local or regional level. I am looking forward to working with the global team to further develop our product offerings."

Ketchum's DBMS division provides monitoring and measurement solutions to clients in Greater China and across Asia Pacific.

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Services include traditional media clipping, online and social media monitoring, online measurement and analysis tool *mediaROI*

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About Ketchum

A communications innovator and the 2010 Large PR Firm of the Year (*Holmes Report* and *PR News*), Ketchum is a leading global communications consultancy and, operating as Ketchum Pleon, is the largest, most diversified agency in the U.K. and continental Europe. With five global practices – Brand Marketing, Corporate, Healthcare, Food & 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, Ketchum Pleon Change (change and workplace communications) 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.

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