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**HORNALL ANDERSON DONATES NEW USER EXPERIENCE
TO GLOBAL CHARITABLE ORGANIZATION – FOUNDATION RWANDA**

Seattle, WA— Brand design firm Hornall Anderson (part of Omnicom Group) recently created and launched a new website for Foundation Rwanda (<http://foundationrwanda.org>), a rapidly growing organization that supports women and families who were victims of the violence and genocide in Rwanda by providing education and access to much-needed social services.

In the Non-governmental Organization (NGO) world, advocacy and fundraising depend on communication, which is a challenge for organizations like Foundation Rwanda that have many outreach programs, but few full-time staffers. Hornall Anderson recognized the value of the foundation's global focus and offered to donate their time and resources—more than 650 hours over the course of 6 months—to provide Foundation Rwanda with every means of engaging their visitors and ensuring the user experience was as seamless and fulfilling as possible.

“Non-profits are notorious for having a small staff, so we created a site that supports the operational needs of a growing organization – something flexible, updatable and modular,” said Jamie Monberg, Chief Experience Officer at Hornall Anderson. “This site enables Foundation Rwanda's staff to continue to build and grow their web experience themselves – something more challenging than just designing a nice website.”

The principal goal was to encourage and enable increased giving and participation through an improved donation-flow experience and more effective communication tools across a number of channels, including tapping into social media communities.

“Hornall Anderson produces some of the most thoughtful and beautiful design work I have seen,” said Jules Shell, Executive Director, Foundation Rwanda. “They understand the user experience and our needs as an organization. They approached our site as a true art project with an homage to photojournalism, which is how Foundation Rwanda started.”

The design needed to showcase the powerful work of photographer and co-founder Jonathan Torgovnik and tell the stories of the women in Rwanda as well as the people working all around the world on their behalf. The true power of the design is its ability to evolve and adapt to so many different types of content, allowing even a non-technical administrator to easily reconfigure nearly any aspect of the site.

“The team is incredibly professional and not only paid attention to the design details, but helped us to understand the underlying technology as well,” Shell added. “Our new website debuted to rave reviews from our supporters – it reflects exactly what we are about – using photography and new media to raise awareness about the consequences of sexual violence and genocide.”

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About Hornall Anderson

Hornall Anderson (<http://www.hornallanderson.com>) is a leading brand design/interactive firm specializing in the design and execution of "customer experiences" within built and virtual environments, as well as through print and packaged goods. From iconic buildings like Madison Square Garden, Sydney Opera House and the Empire State Building to Fortune 500 companies like Starbucks, Pepsi-Co. and Microsoft, some of the world's most remarkable brands have trusted Hornall Anderson to develop and capture a powerful narrative to help create an emotional connection with its customers. Hornall Anderson is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom Group Inc.

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Foundation Rwanda

Founded in 2006, Foundation Rwanda (<http://www.foundationrwanda.org>) is a rapidly growing organization that supports women and families who were victims of the Rwandan sexual violence and genocide by providing education and access to much-needed social services. Foundation Rwanda identifies the holistic needs of these families and provides them with the funds and support they desperately need.