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Contact: Christina Arbini
Public Relations Manager
206.826.2329

**HORNALL ANDERSON HIRES MARC WOOLLARD AND MARK BUCHALTER TO LEAD
DESIGN EFFORTS IN INNOVATION AND ENVIRONMENTAL**

Former IDEO Leads Come Onboard as Design Directors to Help with Firm's Growing Business

Seattle, WA – Brand design firm Hornall Anderson (part of Omnicom Group) hires Marc Woollard and Mark Buchalter as design directors to lead the agency's efforts in its environmental and innovation design work.

Marc Woollard, 41, is charged with overseeing an inter-disciplinary design team that will work on innovation initiatives and global branding for clients such as PepsiCo, among others. Duties will include mentoring and inspiring junior staff and continuing to promote a culture of creative excellence, while delivering forward-thinking solutions for clients.

Mark Buchalter, 45, is responsible for helping build the environmental experience portfolio at Hornall Anderson, and is currently working on projects for General Electric and Frito-Lay. Hornall Anderson's environmental experience work has grown substantially over the past few years and includes recent projects for the Empire State Building, Madison Square Garden, Chicago's Willis Tower and Microsoft's Visitor Center.

"We are thrilled to have the expertise, experience and passion of these two gentlemen on our design leadership team," said Lisa Cerveney, Hornall Anderson's president of creative and culture. "Their deep knowledge in innovation process, strategy and design thinking will help us continue to provide our clients with the quality of work and cutting-edge solutions they have grown to expect."

Prior to joining Hornall Anderson, Woollard served seven years as a design lead for IDEO's San Francisco office, where he led and founded the agency's communication design discipline. He has also been a partner with San Francisco-based Dial House and held previous senior design positions with Redscout, Young & Rubicam and McCann Erickson.

Buchalter was with IDEO for 11 years, where he headed the Chicago office's Smart Space practice, a group focused on helping clients with their strategic and innovation goals around space, real estate and communities. Most recently, he served as a senior associate with Seattle-based architecture firm NBBJ.

To learn more about current job openings at Hornall Anderson, please visit the firm's website at <http://www.hornallanderson.com/careers/>.

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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.