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Hornall Anderson Announces New Management Structure, Poises for Future Growth
Jack Anderson Continues Driving Innovation, Business Value as CEO

Seattle, Wash., January 2010 – Hornall Anderson, a leading brand design & interactive firm, today announced a new core management structure to better position the company for future growth. The new structure will enable a greater focus on borderless innovation and the future of integrated brand engagement. John Anicker and Lisa Cerveny have been promoted to Presidents of the firm, with John as President of Development and Operations, and Lisa as President of Creative and Culture. Co-founder Jack Anderson will remain Chief Executive Officer and Creative Director of the company.

“This is a strategic move to ensure our company and culture is focused on creating big ideas and unique consumer-facing brand interactions that drive real business value for our clients,” said Anderson. “I’m excited about transitioning the day-to-day management of the company to John and Lisa’s capable hands, and turning more of my attention to my true passions: world-class creative solutions and the trends of the market. I’ve always been a designer at heart and this will allow me to go back to my roots more, and make sure this company remains on the leading edge in experiential and interactive design and branding that connects with consumers.”

Anicker, who previously had been Chief Operating Officer (COO), has been with Hornall Anderson for 17 years. Beginning as a designer, he has been responsible for concept and design development, team leadership and relationship management for several of the firm's clients. In his new role of President of Development and Operations, John is responsible for overseeing the firm’s day-to-day management, including operational and financial functions.

“Hornall Anderson has always stood for relevant, innovative work,” said Anicker. “The energy of our leadership team is incredible and we are ready to continue that legacy while taking Hornall Anderson to the next level. I’m looking forward to that challenge.”

Cerveny has been with the company for 15 years, and spent most of that time as Creative Director. In her new role of President of Creative and Culture at Hornall Anderson, Lisa will oversee the firm’s creative side; the growth of the unique culture that is an integral part of the firm’s success; and provide creative direction for several of Hornall Anderson’s client relationships.

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“Our firm has been fortunate to have experienced incredible growth in both the kind of work we're doing and the quality of work we're producing,” said Cerveny. “I consider it a huge honor to play a part in helping lead the company creatively, focusing not only on our work but on the growth and motivation of our extremely talented creative staff. It's our people who make Hornall Anderson such an amazing place.”

To support the vision of borderless innovation, Hornall Anderson has introduced a new role and has named Jamie Monberg as Chief Experience Officer (CXO). In this new position, Monberg is responsible for overseeing experience design at Hornall Anderson with strong emphasis on innovation and technology. Monberg had been serving as Director of Interactive, where he was responsible for leading the agency's interactive vision and strategy.

The new management structure at Hornall Anderson also includes Michelle McRae, Vice President of Client Development; Linda Halverson, Vice President of Client Engagement; and Laura Jakobsen who has been named Vice President of Integrated Strategy.

All of these changes will go into effect at the beginning of 2010.

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About Hornall Anderson

Hornall Anderson is a leading brand design/interactive firm specializing in research-driven, creatively inspired business solutions. Founded in 1982 by award-winning designers John Hornall and Jack Anderson, the firm serves a diverse mix of clients ranging from Fortune 500 brands to emerging growth companies. Hornall Anderson (<http://www.hornallanderson.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom

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