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Hornall Anderson's United Kingdom-based Partner Agency, The Core, Becomes Hornall Anderson U.K.

The merging of the brand design firms will significantly strengthen the firm's global reach to better accommodate its growing list of international clients

Seattle, WA and London, UK – October 24 – Seattle-based brand design firm Hornall Anderson (www.hornallanderson.com) announced today that its United Kingdom partner agency, The Core, has become Hornall Anderson U.K. and will operate as its full service European base.

The Core was acquired in November 2010 by Hornall Anderson's parent company, Omnicom Group Inc. (NYSE: OMC). This was a strategic move to build on the competencies of two well-established companies. Aligning the two offices accelerated their ability to serve a growing list of international clients and their global needs.

"This merger is truly the culmination of two firms that share a common philosophy, vision and commitment to deliver break through ideas; ideas that create impactful experiences," said Jack Anderson, Hornall Anderson's CEO. "We believe the U.K. team brings agility and nimbleness that complements our existing rapid prototyping philosophy, while also providing a European sensibility and perspective that will help us continue to deliver exceptional, globally relevant work."

Hornall Anderson, a 29-year-old firm, specializes in actionable design solutions that create memorable and authentic branded experiences. Market pressure and fragmented communication channels have made it increasingly difficult for brands to expand and enhance their consumer experiences. Hornall Anderson provides a 360-degree approach that includes print, digital, packaged goods, built and virtual environments.

Hornall Anderson's U.K. office will continue to be led by Founder and Creative Director Alastair Whiteley and Managing Director Nick Green. The U.K. office client roster includes such brands as Unilever, ASDA (a Walmart-owned supermarket chain), Pernod Ricard, L'Oreal and Virgin Atlantic, among others.

"We are thrilled to become an official part of Hornall Anderson," said Whiteley. "Since becoming a part of the Omnicom family last year and working so closely with the Hornall Anderson team, it has reaffirmed just how similar our approach is to strategically-driven design. Coupled with our strong desire to deliver innovative brand experiences, it makes complete sense to combine the two offices and take on the Hornall Anderson name."

"The blending of these two firms will afford our clients strategic design solutions that will maximize their business potential and viability," added Green. "This partnership enables us to think, engage and immerse our employees globally so we can provide our clients with the highest level of expertise and service possible."

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New Web Site Design to Reflect Change

In conjunction with the announcement, Hornall Anderson has designed a new web site that reflects the company's direction and global presence and showcases the culture, synergy and combined thought leadership of the two offices. To check it out, go to www.hornallanderson.com.

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About Hornall Anderson

Hornall Anderson (www.hornallanderson.com) specializes in the design and execution of customer experiences that bring meaning to brands and consumers. We use a 360-degree design approach to create branded experiences from print, to digital and packaged goods, environments, virtual worlds and beyond. You can see the impact of our work in iconic places like Madison Square Garden, Chicago's Willis Tower and the Empire State Building, and with Fortune 500 brands like Starbucks, Hewlett-Packard, PepsiCo and Microsoft. 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.