

**FOR IMMEDIATE RELEASE****DAS DIVISION OF OMNICOM ACQUIRES DIRECT MARKETING SHOP KERN AND
ALIGNS WITH RAPP COLLINS WORLDWIDE**

New York, NY, February 12, 2008 – Thomas L. Harrison, Chairman and CEO of the Diversified Agency Services (DAS) Division of Omnicom Group, Inc., announced today DAS's acquisition of The Kern Organization, based in Woodland Hills, CA. Well known for the design and execution of highly effective, large-scale customer acquisition and B2B lead-generation solutions, The Kern Organization (TKO) will remain an independent brand but will operate under DAS's Rapp Collins Worldwide (RCW). Founder Russell Kern will remain the company's president.

Of the relationship between the two companies, Harrison said, "This is a great alignment of two marketplace leaders. [TKO's] expertise in identifying and forming relationships with consumers, coupled with RCW's unparalleled ability to cultivate and expand those relationships once they have been established, will provide our clients with the intelligent, data-driven, end-to-end solutions they require."

With TKO reporting to RCW's Global CEO Bob Horvath, the structure allows RCW to capitalize on TKO's highly evolved customer development and demand generation strategies for the U.S., while RCW provides TKO with substantial Data & Analytics resources and a solid infrastructure to help broaden its client base and service offering.

Bob Horvath, recently promoted to RCW Global CEO, said "The landscape of direct marketing is evolving. Consumers have more influence than ever in determining who they communicate with and how they receive that communication. The combined capabilities of the two organizations put us in good stead to deliver truly unique creative and measurable solutions in this new consumer landscape. It substantially strengthens our ability to lead our clients to achieve their objectives, whether that is through customer acquisition, retention, optimization...or all of the above."

Kern added, "As we continually evolve and enhance our respective approaches to solving our clients' business challenges, a 'separate but complementary' union between these two great companies simply made a lot of sense."

The Kern Organization provides customer acquisition and conversion programs for B2C clients, as well as lead generation, qualification and nurturing for B2B clients across a wide array of vehicles including Online, Telemarketing, Data Analytics & Reporting, High Volume Print Production, Creative Services and Strategic Planning. They have provided these services for clients in the fields of Healthcare, Telecom, Wireless, Entertainment, and Technology.

About Rapp Collins Worldwide:

Ranked the #1 Direct Marketing Agency in the US in 2005, 2006 and 2007 by Advertising Age, Rapp Collins (www.rappcollins.com) is one of the world's largest Direct Marketing networks with over 50 offices in 30 countries delivering over 40 years' experience in customer acquisition, retention and optimization to its clients. Rapp Collins is a part of Omnicom Group Inc. (NYSE: OMC)

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

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