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Omnicom Group's Ketchum Acquires India's Sampark PR

NEW YORK, April 12, 2011 -- Omnicom Group's (NYSE: OMC) Ketchum, a leading global marketing and corporate communications consultancy that is part of Omnicom's Diversified Agency Services (DAS) division, has taken a majority position in Sampark PR, a full-service Indian public relations company. The firm, to be renamed Ketchum Sampark, will be co-led by Bela Rajan, director, and N.S. Rajan, managing director, who founded the company 17 years ago.

The transaction bolsters Ketchum's presence in the Asia Pacific region which is comprised of offices in Greater China, Australia, Indonesia, Japan, the Philippines, Singapore, South Korea and Thailand.

As part of the transaction, the agency will expand its board of directors to include, among others, Tom Harrison, Chairman and CEO of DAS. Harrison commented: "Ketchum's expansion into India builds on its recent acquisitions and is another example of our commitment to offer clients the most comprehensive range of services available in the places where they are doing business and they wish us to represent them and their brands."

Sampark PR provides communications counsel in financial and corporate communications, investor relations, issues and crisis management, technology, brand marketing and infrastructure expertise.

Today, Sampark PR handles a combination of Indian domestic clients and Ketchum global network clients across a broad range of industries, including automotive, finance, healthcare, technology and travel, among others.

Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing disciplines. DAS includes more than 190 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc.

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 and buying, digital and interactive marketing, 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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