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Ketchum Elects Six New Partners to Management Team

NEW YORK, July 14, 2009 – Signaling a swift integration of operations following last month’s agreement to merge Ketchum and Pleon, [Ketchum](#) Senior Partner and CEO Raymond L. Kotcher today announced the appointment of six new partners. Half of the new partners are based in the U.K. or continental Europe, where the firm operates as Ketchum Pleon.

Ketchum partners have a responsibility to advance the agency’s mission to provide strategic and innovative client service, and to create and maintain a satisfying, team-based workplace for employees. The new partners are:

- **Frank Behrendt**, CEO Ketchum Pleon Germany;
- **John Benbrook**, CEO of MMG, the firm’s clinical trial patient-recruitment group;
- **Nick Propper**, Deputy CEO, Ketchum Pleon London;
- **Nick Ragone**, Associate Director, New York;
- **Petra Sammer**, Managing & Creative Director, Ketchum Pleon Germany; and
- **Ann Wool**, SVP, Ketchum Sports and Entertainment.

In addition, the agency recently announced that Timo Sieg, CEO of Ketchum Pleon, Europe, was named senior partner and will serve on Ketchum’s global Executive Committee.

“The colleagues we’ve selected have taken impressive leadership strides in an exceptionally challenging macroeconomic environment,” said Raymond L. Kotcher, senior partner and CEO, Ketchum. “They proudly mirror our values and speak to the agency’s many strengths and international reach, and we look forward to their continued contributions shaping the future of our firm while also providing best in class counsel to meet an ever-evolving array of client challenges.”

The two consultancies will continue to work closely together on additional appointments that will benefit clients of both firms. Management teams at both firms are committed to achieving a seamless integration, with full integration completed by year end. Globally, the combined consultancy will have more than 2,000 employees in owned operations and will operate in 66 countries. It will blend Ketchum's strong global management capabilities, collaborative culture and reputation for creativity with Pleon's entrepreneurial style and expertise in strategic business communications.

About Ketchum

A communications innovator, Ketchum ranks among the largest global communications consultancies and leads the industry in the U.K. and continental Europe as Ketchum Pleon. With five global practices – Brand Marketing, Corporate, Healthcare, Food and Nutrition, and Technology – and specialty capabilities that include Access Communications (high- and consumer-tech PR), Concentric Communications (experiential marketing, events and meetings), MMG (clinical trial recruitment), Ketchum Global Research Network, Ketchum Sports and Entertainment Marketing, and Stromberg Consulting (change management and workplace communications), Ketchum leverages its marketing and corporate communication expertise to build brands and reputations for clients. In 2009, *Advertising Age* named Ketchum to its annual "Ones to Watch" Agency A-List, noting the agency's long-standing client partnerships, digital and disruptive media expertise, and CSR and sustainability programming. For more information on Ketchum, a unit of Omnicom Group Inc. (NYSE:OMC), visit www.ketchum.com.