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NEWS RELEASE

Tribal DDB Canada appoints second creative director in Vancouver

Josh Fehr joins Cosmo Campbell to bolster agency's creative prowess

Vancouver, October 1, 2008 – Tribal DDB Canada, the interactive division of DDB Canada, is pleased to announce Josh Fehr is joining the Vancouver office as creative director. Fehr will team up with Cosmo Campbell to help lead Tribal DDB's award-winning creative department.

To accommodate Tribal DDB's growing volume of work, both Fehr and Campbell will be responsible for the full spectrum of digital services – website redesigns, community platforms, mobile engagements, interactive interface projects, and on-line microsite and banner campaign initiatives. Working collaboratively, and with DDB Canada's creative department, the two Tribal DDB creative directors will accentuate the agency's integrated approach to digital business.

“Not only has the volume of work at Tribal DDB grown steadily, but the nature of our client's digital demands are evolving and becoming more complex,” says Amber Bezahler, managing director, Tribal DDB Vancouver. “Josh is an accomplished creative director who envisions interactive beyond brand building and awareness to add value to all aspects of a client's communication needs. Certainly, having Josh join our team gives us unmatched creative strength.”

Previously, Fehr worked in San Francisco for Semaphore Partners (ARC Worldwide) and Goodby, Silverstein & Partners. Most recently, he was with Blast Radius in Vancouver as creative director on the Electronic Arts business.

“Tribal DDB and DDB Canada in Vancouver have an outstanding creative reputation and a great client base,” says Fehr. “The chance to work with Cosmo, be a part of this highly talented, integrated team, and help lead the Canadian arm of Tribal DDB Worldwide is particularly appealing.”

“I think interactive is a channel that will only continue to grow bigger and more sophisticated,”

he adds. “And Tribal DDB is really well positioned to deliver fresh, relevant and surprising work for its clients in this rapidly evolving environment. I’m very excited about the possibilities.”

About Tribal DDB Canada

Established in 2001, Tribal DDB Canada (www.tribalddb.ca) is the integrated digital and interactive marketing division of DDB Canada, one of Canada’s top creative communications agencies. Recognized in 2005 by *Marketing* magazine as the Digital Agency of the Year, Tribal DDB Canada provides clients with effective Internet solutions and creative Web strategies that build their brands online. It has offices in Vancouver and Toronto and is a member agency of Tribal DDB Worldwide. Tribal DDB Canada is part of the Tribal DDB Worldwide network with 35 offices spanning 21 countries throughout the Americas, Europe and Asia Pacific. In 2008, Tribal DDB was named as the first digital agency network to win Advertising Age’s Global Agency Network.

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