



FOR IMMEDIATE RELEASE

McAfee Names Tribal DDB Worldwide Global Advertising Partner

DDB and Tribal DDB to Team Up as AOR for McAfee's Global Brand Advertising Programs

San Francisco, CA, September 17, 2008 — Tribal DDB Worldwide announced today that it has been selected, along with partners DDB Worldwide and OMD, by McAfee, Inc., to lead its global advertising account. Charged with the integrated marketing communications strategy for the McAfee® brand, Tribal DDB and partners will build a global brand campaign that will encompass strategic planning, creative development, and media buying and planning.

"McAfee evaluated a number of agencies and the team at Tribal DDB demonstrated strength in every aspect of their business," said David Milam, chief marketing officer, McAfee. "Not only did Tribal DDB have a number of great creative directions, but more importantly, they backed them up with strong strategic insights on the importance of digital security to businesses and consumers worldwide."

McAfee, the world's largest dedicated security technology company, delivers proactive and proven solutions and services that secure systems and networks around the world, allowing users to browse and shop the Web securely. McAfee selected Tribal DDB following a competitive review led by SRI.

Tribal DDB and the partnership team are charged with the stewardship of advertising for the McAfee brand and elevating and defining its positioning in the category. Campaigns will incorporate various channels and will include but are not limited to print, out of home, interactive and viral marketing.

The account will be based in San Francisco and responsibilities are effective immediately.

"Working with McAfee in this way is truly exciting. The opportunity to bring this great brand big ideas that reflect the understanding and importance of all channels is a fantastic one. I applaud the San Francisco team that led this pitch and their keen ability to recognize strong strategic concepts as what drives brands today," said Liz Ross, president, Americas, and global CMO, Tribal DDB Worldwide.

"We are thrilled that our integrated creative team will be working with McAfee to develop influential ideas to work across every channel for this smart, strategic marketer," said Lisa Bennett, chief creative officer, DDB San Francisco.

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ABOUT TRIBAL DDB WORLDWIDE

Tribal DDB Worldwide (www.tribalddb.com) is headquartered in New York and includes 44 offices spanning 25 countries throughout the Americas, Europe and Asia Pacific region. The first digital agency to ever win Global Agency Network of the Year from *Advertising Age* in 2007, Tribal DDB has received accolades from *The Wall Street Journal*, *Businessweek*, Forrester Research Inc. and more. In 2005 Tribal DDB was named Interactive Agency of the Year by *Adweek* and the Cannes International Advertising Festival, where it took home the most Lions and the Cyber Grand Prix. Tribal DDB Worldwide is part of Omnicom Group's (NYSE: OMC) DDB Worldwide.

ABOUT DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and The Gunn Report, among others. With more than 200 offices in over 90 countries, the DDB group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue,[™] influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

ABOUT OMD WORLDWIDE

OMD Worldwide, <http://www.omb.com>, is one of the largest and most innovative media communications specialists in the world, with more than 140 offices in 80 countries. Named Most Creative Agency in the World by *The Gunn Report for Media* in 2007, OMD also had the distinction of being named Media Agency of the Year and winning a Gold Lion and two Bronze Lions at the 2007 Cannes International Advertising Festival. The agency network is a unit of Omnicom Group Inc.

CONTACT INFORMATION:

Christina Cubeta
+1 212 515 8349
Christina.cubeta@ny.tribalddb.com

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