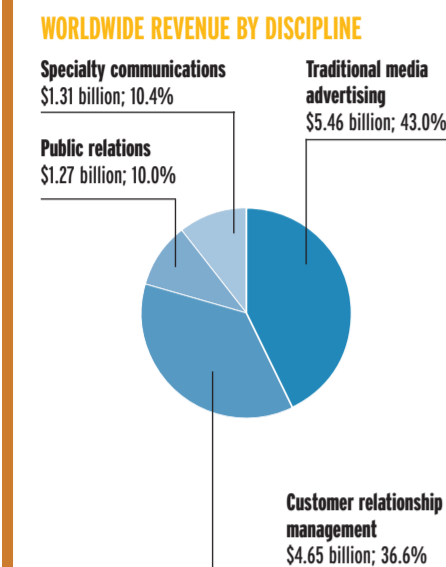


AdvertisingAge's AGENCY FAMILY TREES 2008

Primary holdings of the world's top four agency companies by 2007 worldwide revenue

OMNICOM GROUP \$12.69B NO. 1 WORLDWIDE REVENUE

U.S. REVENUE: \$6.70B
WORLDWIDE EMPLOYEES: 70,000
DIGITAL SHARE OF 2007
WORLDWIDE REV. (ESTIMATE): **13%**



OTHER AGENCIES

Corbett Accel Healthcare Agency	\$63 MILLION
Critical Mass Digital Agency, Omnicom owns 54%	\$74 MILLION
Cutwater AD Agency	\$10 MILLION
Dieste Harmel & Partners Hispanic AD Agency	\$40 MILLION
Direct Partners Direct Marketing Agency	\$19 MILLION
Doremus Business-to-Business Agency	\$47 MILLION
Element 79 Partners AD Agency	\$46 MILLION
EVV San Francisco Digital Marketing Agency, Omnicom owns 51%	\$7 MILLION
Footsteps African-American AD Agency, Omnicom owns 49%	\$8 MILLION
GMMB Political AD Agency	\$37 MILLION
GMR Marketing Event Marketing Agency, Lead Shop in Radiate Group	\$100 MILLION
Goody, Silverstein & Partners AD Agency	\$84 MILLION
Grizzard Communications Group Direct Marketing Agency	\$45 MILLION
GSD&M's Idea City Branding Consultancy	\$114 MILLION
Javelin Direct Direct Marketing Agency	\$47 MILLION
LatinWorks Hispanic AD Agency, Omnicom owns 49%, includes revenue of Cultura Group, acquired April 2008	\$17 MILLION
Marketing Arm Marketing Services Agency	\$68 MILLION
Martin/Williams AD Agency	\$42 MILLION
Merkley & Partners AD Agency	\$64 MILLION
Red Urban Digital Agency	\$14 MILLION
Rodgers Townsend AD Agency	\$14 MILLION
Russ Reid Co. Direct Marketing Agency	\$32 MILLION
Serino Coyne AD Agency	\$15 MILLION
Spike DDB AD Agency	\$5 MILLION
Targetbase Marketing Services Agency	\$87 MILLION
TPG Direct Marketing Services Agency	\$9 MILLION
Unit 7 Direct Marketing Agency	\$20 MILLION

GLOBAL NETWORKS

DDB Worldwide Communications Lead Network Agency	\$2.62 BILLION
DDB Worldwide Communications Lead Network Agency	\$1.43 BILLION
Alma DDB Hispanic AD Agency, Omnicom owns 74%	\$13 MILLION
Interbrand Branding Consultancy	\$240 MILLION
Rapp Collins Worldwide Multi-Discipline Marketing Services Agency	\$602 MILLION
Roberts & Tarlow AD Agency	\$13 MILLION
TracyLocke Promotion Agency	\$121 MILLION
Tribal DDB Digital Agency	\$200 MILLION
BBDO Worldwide Lead Network Agency	\$2.39 BILLION
BBDO WorldWide Lead Network Agency	\$1.90 BILLION
Organic Digital Agency	\$125 MILLION
Proximity Worldwide London-based Sales Promotion Unit	\$327 MILLION
AtmosphereBBDO Digital Agency	\$38 MILLION
TBWA Worldwide Lead Network Agency	\$1.78 BILLION
TBWA WorldWide Lead Network Agency	\$1.29 BILLION
Agency.com Digital Agency	\$102 MILLION
Integer Group Promotion Agency	\$132 MILLION
TBWA/WorldHealth Healthcare Agency	\$101 MILLION
Tequila Marketing Services Agency	\$78 MILLION
Zimmerman Advertising AD Agency	\$175 MILLION

OTHER AGENCIES

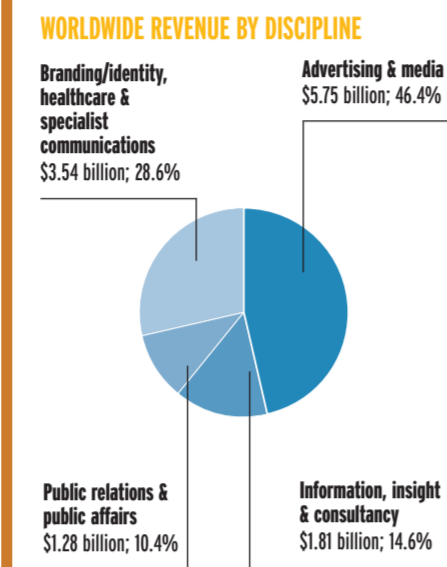
180 Amsterdam/180LA AD Agency	\$37 MILLION
Adelphi-Eden Communications Group Healthcare Agency	\$10 MILLION
Alcone Marketing Group Promotion Agency	\$126 MILLION
Arnell Group AD Agency	\$25 MILLION
Beantalk Group Marketing Services Agency	NA
Bernard Hodes Group Recruitment Agency	\$136 MILLION
Cline Davis & Mann Healthcare Agency	\$127 MILLION
Colangelo Marketing Services Agency	NA

MEDIA AGENCIES

OMNICOM MEDIA GROUP	\$1.76 BILLION
OMD Worldwide Media Agency	\$859 MILLION
PHD Media Agency	\$170 MILLION
Icon International AD Agency	\$200 MILLION
Novus Print Media Network Media Agency	\$150 MILLION
Ketchum Directory Advertising Yellow Pages Agency	\$110 MILLION
Resolution Media Search Marketing Agency	\$11 MILLION

WPP GROUP \$12.38B NO. 2 WORLDWIDE REVENUE

NORTH AMERICA REVENUE: \$4.54B
WORLDWIDE EMPLOYEES: 90,182
DIGITAL SHARE OF 2007
WORLDWIDE REVENUE: **12%**



GLOBAL NETWORKS

Y&R Lead Network Agency	\$907 MILLION
Blast Radius Vancouver-based Digital Agency, in Wunderman Network	\$60 MILLION
Bravo Group Hispanic AD Agency	\$38 MILLION
Burson-Marsteller PR Agency	\$380 MILLION
Campaign Palace Sydney-based AD Agency	\$12 MILLION
Kang & Lee Asian-American AD Agency	\$17 MILLION
Landor Associates Branding Consultancy	\$170 MILLION
Marsteller AD Agency	\$14 MILLION
RTC Relationship Marketing Direct Marketing Agency	\$24 MILLION
SicolaMartin AD Agency	\$10 MILLION
Sudler & Hennessey Healthcare Agency	\$165 MILLION
VML Digital Agency	\$92 MILLION
Wunderman Marketing Services Agency	\$720 MILLION
Zaaz Digital Agency, in Wunderman Network	\$20 MILLION

OGILVY GROUP \$1.84 BILLION

Ogilvy & Mather Worldwide Lead Network Agency	\$812 MILLION
Neo@Ogilvy Digital Media Agency	\$83 MILLION
OgilvyAction Marketing Services Agency	\$251 MILLION
Ogilvy HealthWorld Healthcare Agency (figure is U.S. only)	\$70 MILLION
OgilvyInteractive Digital Agency, part of OgilvyOne Network	\$345 MILLION
OgilvyOne Worldwide Marketing Services Agency	\$690 MILLION
Ogilvy PR PR Agency	\$240 MILLION

WPP INVESTMENTS

FullSix Milan-based Agency Firm, WPP owns 29.4%	\$74 MILLION
Asatsu-DK Tokyo-based AD Agency, WPP owns 22.9%	\$454 MILLION
Chime Communications London-based Holding Company, WPP owns 21.7%	\$193 MILLION
GIIR Seoul-based Holding Company for LG AD and WPP-Deban Korea, WPP owns 28.2%	\$55 MILLION
HighCo France-based Marketing Services Firm, WPP owns 33.3%	\$85 MILLION
STW Group Stony Brook-based Holding Company, WPP owns 19.8%	\$235 MILLION

MARKET RESEARCH

Kantar Group Research and Consultancy Network	\$1.81 BILLION
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GREY GROUP \$1.18 BILLION

Grey Lead Network Agency	\$645 MILLION
GHG (Grey Healthcare Group) Healthcare Agency	\$121 MILLION
G2 Marketing Services Agency	\$402 MILLION
Winglatino Hispanic AD Agency	\$10 MILLION
UNITED GROUP AD Agency	\$115 MILLION
Berlin Cameron United AD Agency	\$23 MILLION
Cole & Weber United AD Agency	\$15 MILLION
United's non-U.S. shops Network outside the U.S.	\$77 MILLION

OTHER AGENCIES

Brouillard Communications AD Agency	\$15 MILLION
CHI & Partners London-based AD Agency, WPP owns 49.9%	\$45 MILLION
Soho Square Integrated Marketing Services Agency	NA
Tapsa Madrid-based AD Agency	\$40 MILLION
UniWorld Group Multicultural AD Agency, WPP owns 49%	\$27 MILLION
WPP DIGITAL	NA
24/7 Real Media Digital AD Network	\$161 MILLION
Blue Interactive Marketing Singapore-based Digital Agency	\$12 MILLION
Bridge Worldwide Digital Agency	\$32 MILLION
HeathWallace U.K.-based Web Design Firm, WPP owns 75%	\$9 MILLION
Quasar Media India-based Digital Agency	\$3 MILLION
Schematic Digital Agency	\$40 MILLION

MEDIA AGENCIES

GROUP M	\$2.07 BILLION
MindShare Worldwide Media Agency	\$734 MILLION
Mediaedge:cia Media Agency	\$641 MILLION
MediaCom Media Agency	\$592 MILLION
Group M Search Search Agency	\$62 MILLION
Maxus Media Agency	\$41 MILLION

WPP INVESTMENTS

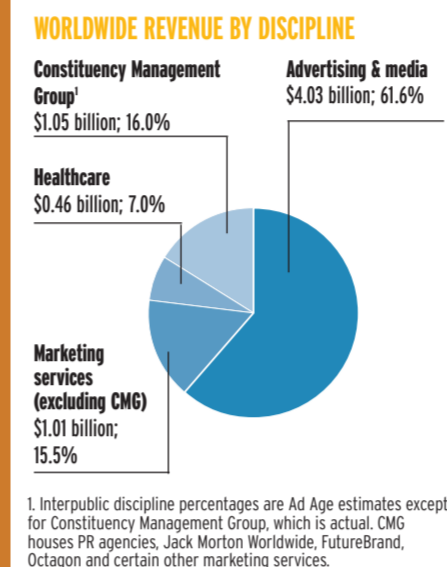
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HighCo France-based Marketing Services Firm, WPP owns 33.3%	\$85 MILLION
STW Group Stony Brook-based Holding Company, WPP owns 19.8%	\$235 MILLION

MARKET RESEARCH

Kantar Group Research and Consultancy Network	\$1.81 BILLION
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INTERPUBLIC GROUP OF COS. \$6.55B NO. 3 WORLDWIDE REVENUE

U.S. REVENUE: \$3.65B
WORLDWIDE EMPLOYEES: 43,000
DIGITAL SHARE OF 2007
WORLDWIDE REV. (ESTIMATE): **10%**



GLOBAL NETWORKS

MCCANN WORLDGROUP	\$2.53 BILLION
McCann Erickson Worldwide Lead Network Agency	\$1.62 BILLION
Avrett Free Ginsberg AD Agency	\$23 MILLION
Campbell Mithun AD Agency	\$74 MILLION
Casanova Pendrill Hispanic AD Agency, Interpublic owns 49%	\$15 MILLION
Fitzgerald & Co. AD Agency	\$27 MILLION
FutureBrand Branding Consultancy, aligned with McCann Worldgroup	\$90 MILLION
Gotham AD Agency	\$20 MILLION
Jay Advertising AD Agency	NA
Martin Agency AD Agency	\$86 MILLION
McCann Healthcare Worldwide Healthcare Agency	\$207 MILLION
Momentum Worldwide Promotion Agency	\$175 MILLION
MRM Worldwide Digital and Direct Marketing Agency	\$261 MILLION
NAS Recruitment Communications Recruitment Agency	NA
TM Advertising AD Agency	\$41 MILLION
Weber Shandwick PR Agency, aligned with McCann Worldgroup	\$411 MILLION

DRAFTFCB \$1.24 BILLION

DraftFCB Lead Network Agency	\$991 MILLION
DraftFCB Healthcare Healthcare Agency	\$105 MILLION
Hacker Group Direct Marketing Agency	\$37 MILLION
Rivet Promotion Agency	\$40 MILLION
R/GA Digital Agency	\$108 MILLION

LOWE \$518 MILLION

Low WorldWide Lead Network Agency	\$410 MILLION
Low Healthcare Worldwide Healthcare Agency	\$108 MILLION
HILL HOLLIDAY AD Agency	\$154 MILLION
Hill Holiday AD Agency	\$151 MILLION
Abece Hispanic AD Agency	\$3 MILLION

OTHER AGENCIES

Accentmarketing Hispanic AD Agency, Interpublic owns 49%	\$14 MILLION
Berenter Greenhouse & Webster AD Agency	\$7 MILLION
Campbell-Ewald AD Agency	\$239 MILLION
Carmichael Lynch AD Agency	\$52 MILLION
Dailey & Associates AD Agency	\$39 MILLION
Deutsch Hispanic AD Agency	\$146 MILLION
IW Group Asian-American AD Agency, Interpublic owns 49%	\$10 MILLION
Jack Morton Worldwide Sports Marketing Agency	\$153 MILLION
Mullen AD Agency	\$121 MILLION
Octagon Sports Marketing Agency	NA
Siboney USA Hispanic AD Agency, Interpublic owns 49%	\$6 MILLION
Sloan Group Marketing Services Agency	\$5 MILLION
Tierney Communications AD Agency	\$18 MILLION
Translation Advertising 2008 Startup African-American AD Agency, Interpublic owns 44%	NA

MEDIA AGENCIES

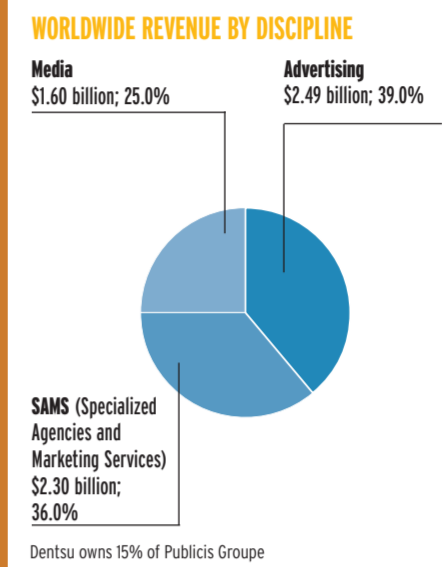
Universal McCann Media Agency, aligned with McCann Worldgroup	\$410 MILLION
Initiative Media Agency, aligned with DraftFCB	\$276 MILLION
Reprise Media Search Marketing Agency	\$12 MILLION
ID Media Media Agency	NA
Newspaper Services of America Newspaper Media Agency	NA

PUBLIC RELATIONS

DeVries Public Relations PR Agency	NA
GolinHarris PR Agency	NA

PUBLICIS GROUPE \$6.38B NO. 4 WORLDWIDE REVENUE

NORTH AMERICA REVENUE: \$2.76B
WORLDWIDE EMPLOYEES: 43,808
DIGITAL SHARE OF 2007
WORLDWIDE REVENUE: **15%**



GLOBAL NETWORKS

PUBLICIS WORLDWIDE	\$1.20 BILLION
Publicis Worldwide Lead Network Agency	\$1.02 BILLION
Publicis Modem & Dialog Marketing Services Agency	\$177 MILLION
LEO BURNETT WORLDWIDE	\$1.07 BILLION
Leo Burnett Worldwide Lead Network Agency	\$717 MILLION
Arc Worldwide Leo Burnett's Marketing Services Agency	\$282 MILLION
Beacon Communications Japanese AD Agency, Publicis owns 66%; Dentsu owns 34%	\$60 MILLION
Lapiz Hispanic Marketing Hispanic AD Agency	\$6 MILLION
Vigilante Multicultural AD Agency	\$6 MILLION
SAATCHI & SAATCHI	\$740 MILLION
Saatchi & Saatchi Lead Network Agency	\$603 MILLION
Team One Advertising AD Agency	\$48 MILLION
Saatchi & Saatchi X Promotion Agency	\$68 MILLION
DIGITAS	\$415 MILLION
Digitas Digital Agency	\$364 MILLION
Digitas Health Healthcare Agency	\$51 MILLION

OTHER AGENCIES

Amazon Advertising London-based AD Agency, Publicis owns 35%	\$7 MILLION
Bartle Bogle Hegarty London-based AD Agency, Publicis owns 49%	\$161 MILLION
Bronley Communications Hispanic AD Agency, Publicis owns 49%	\$23 MILLION
Burrell Comms. Group Hispanic AD Agency, Publicis owns 49%	\$23 MILLION
Conill Hispanic AD Agency	\$21 MILLION
Fallon Worldwide AD Agency, in "SSF Group" with Saatchi	\$92 MILLION
Kaplan Thaler Group AD Agency	\$58 MILLION

MEDIA AGENCIES

STARCOM MEDIAVEST GROUP	\$814 MILLION
MV42 MediaVest's Multicultural Media Agency	\$5 MILLION
SMG Directory Marketing Yellow Pages Agency	\$10 MILLION
SMG Search Search Marketing Agency	\$5 MILLION
Spark Media Agency	\$18 MILLION
Tapestry Starcom's Multicultural Media Agency	\$10 MILLION
ZENITHOPTIMEDIA	\$681 MILLION
Moxie Interactive Digital Agency	\$30 MILLION
MEDIAS & REGIES EUROPE Media Sales Unit in Europe and U.S.	\$95 MILLION

HEALTHCARE AGENCIES

Medicus N.Y. Part of Publicis Healthcare Communications Group	\$74 MILLION
Publicis Selling Solutions Group Healthcare Agency Group, part of Publicis Healthcare	\$78 MILLION
Saatchi & Saatchi Consumer Health & Wellness Healthcare Agency, part of Publicis Healthcare	\$75 MILLION
Williams-Labadie Healthcare Agency, part of Publicis Healthcare	\$10 MILLION

PERCENT OF 2007 WORLDWIDE REVENUE BY REGION

	OMNICOM	INTERPUBLIC GROUP OF COS.	WPP	PUBLICIS GROUPE
U.S.	52.8%	55.7%	36.6%	43.2%
EUROPE	32.3%	25.5%	41.2%	38.5%
ASIA PACIFIC		8.9%		10.7%
LATIN AMERICA	14.9%	4.8%	22.2%	5.1%
ALL OTHER MARKETS		5.1%		2.5%

ABOUT THE AGENCY FAMILY TREES

PUBLISHED MAY 5, 2008. ORDER COPIES: 1-888-288-9900

Advertising Age's DataCenter produced this poster and a related online application as part of Agency Report 2008. The poster shows revenue for key agency networks, ad agencies and marketing-services agencies owned by the world's Big 4 agency holding companies. Agency networks are in orange; agencies are in black. Total revenue for holding companies is from public documents. Revenue is worldwide except where indicated. Ad Age estimated revenue for networks and agencies. Figures are rounded. Not all units are shown; network listings are not comprehensive. *Public relations agency revenue excluded from the orange-colored network totals. (Revised May 22, 2008.)

Source: Ad Age DataCenter analysis

AGENCY PROFILES: ADAGE.COM/AGENCYFAMILYTREES08
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