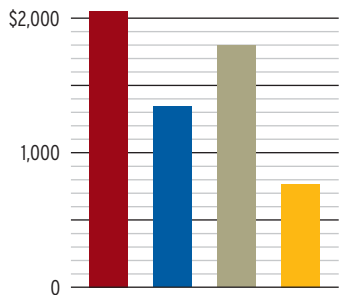


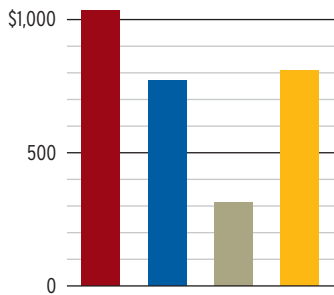
BIG 4 TAKE 54% OF U.S. AGENCIES' 2007 HAUL OF \$31.1 BILLION

The 860-plus agencies analyzed for the Agency Report amassed \$31.1 billion in 2007 U.S. revenue, up 8.6%. The top four agency firms grabbed 53.9% of the pie.

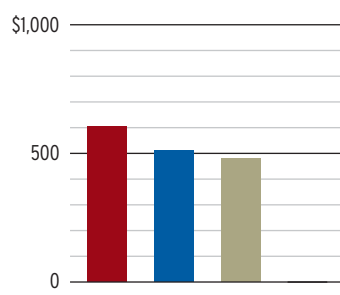
ADVERTISING



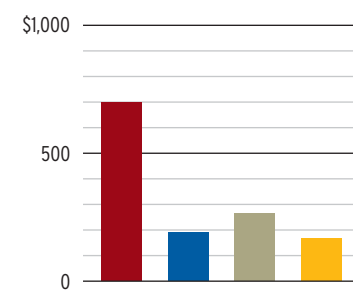
MEDIA



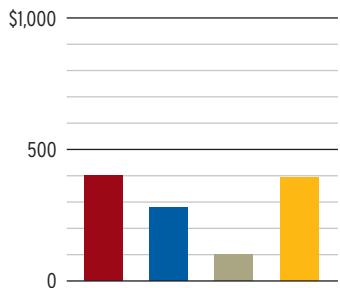
DIRECT MARKETING¹



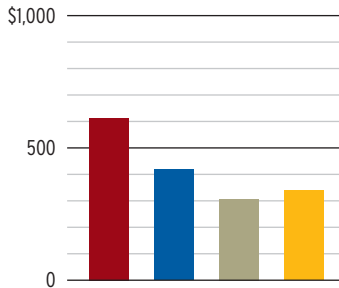
PROMOTION



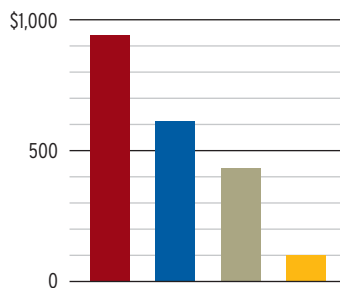
DIGITAL²



HEALTHCARE



PUBLIC RELATIONS³



Bar charts show U.S. revenue in millions for Big 4 by agency discipline. Numbers rounded. See Page 1 for breakout of overall agency market's \$31.1 billion in U.S. revenue by agency discipline.

1. Publicis Groupe offers direct marketing through marketing-services units such as Arc, Digitas and Publicis Modem & Dialog; Ad Age classified those agencies by their primary discipline (promotion or digital). 2. Digital specialty agencies. Agencies in other disciplines on this page also include revenue from those disciplines' digital services. 3. Sector size based on Group M estimate.

Source: Ad Age DataCenter estimates and analysis