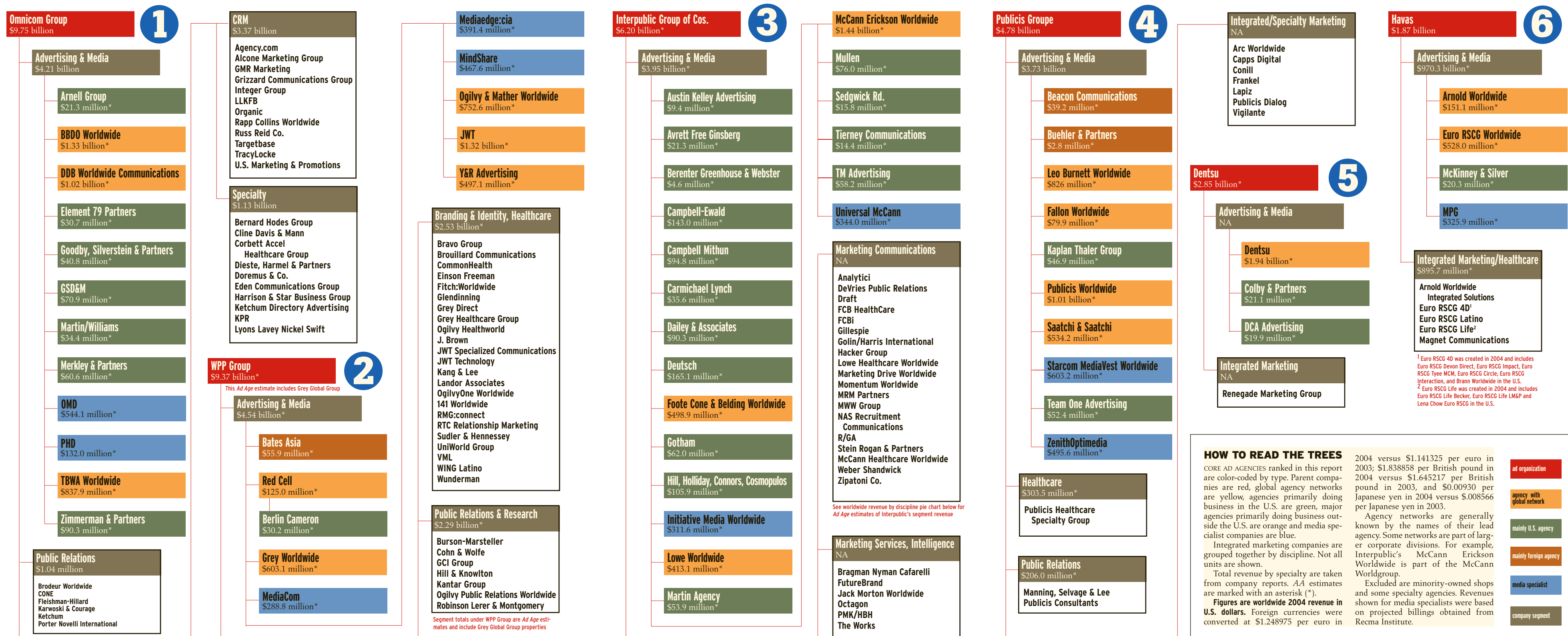


Agency Family Trees

2005 REVENUE RANKING FOR THE TOP SIX HOLDING COMPANIES



HOW TO READ THE TREES
CORE AD AGENCIES ranked in this report are color-coded by type. Parent companies are red, global agency networks are yellow, agencies primarily doing business in the U.S. are green, major agencies primarily doing business outside the U.S. are orange and media specialist companies are blue.

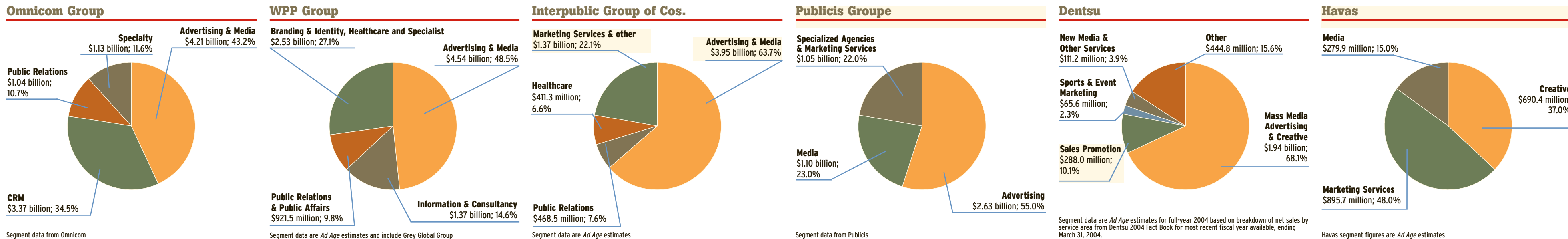
Integrated marketing companies are grouped together by discipline. Not all units are shown.

Total revenue by specialty are taken from company reports. AA estimates are marked with an asterisk (*). Figures are worldwide 2004 revenue in U.S. dollars. Foreign currencies were converted at \$1.248975 per euro in 2004 versus \$1.141325 per euro in 2003; \$1.838858 per British pound in 2004 versus \$1.645217 per British pound in 2003, and \$0.00930 per Japanese yen in 2004 versus \$0.008566 per Japanese yen in 2003.

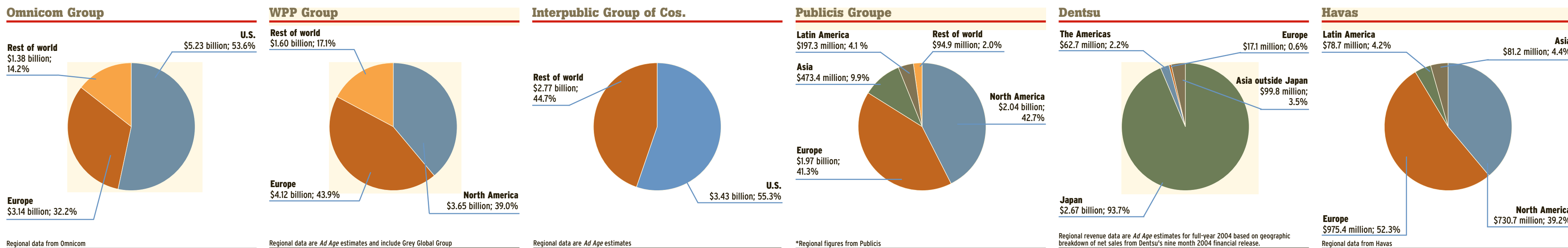
Agency networks are generally known by the names of their lead agency. Some networks are part of larger corporate divisions. For example, Interpublic's McCann Erickson Worldwide is part of the McCann Worldwide group.

Excluded are minority-owned shops and some specialty agencies. Revenues shown for media specialists were based on projected billings obtained from Recma Institute.

WORLDWIDE 2004 REVENUE BY DISCIPLINE



WORLDWIDE 2004 REVENUE BY REGION



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