

U.S. AGENCY EMPLOYMENT IN 2009

Agency tumult in 2009 was immediately apparent in one score: jobs.

The Big Four agency companies—WPP, Omnicom, Publicis, Interpublic—in 2009 collectively cut 23,229

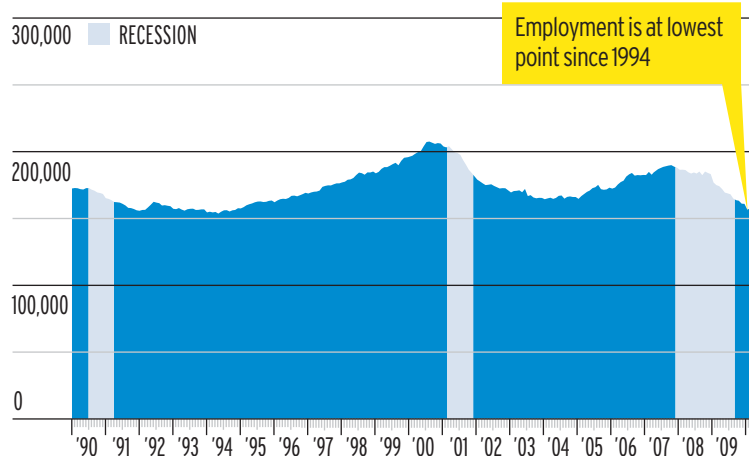
jobs worldwide, or 8.6% of staff. U.S. advertising/marketing-services firms in 2009 slashed 58,400 jobs, or 7.9% of positions, according to Ad Age DataCenter's analysis of Bureau of Labor Statistics data.

From the recession's start (December 2007) through February 2010, these firms cut 107,700 positions—one in seven jobs. Economists believe the recession ended in late summer 2009.

But it's been a jobless recovery for agencies. U.S. ad agency employment in January 2010 slumped to its lowest level since 1994. See current job data:

AdAge.com/adjobs

U.S. ADVERTISING AGENCIES

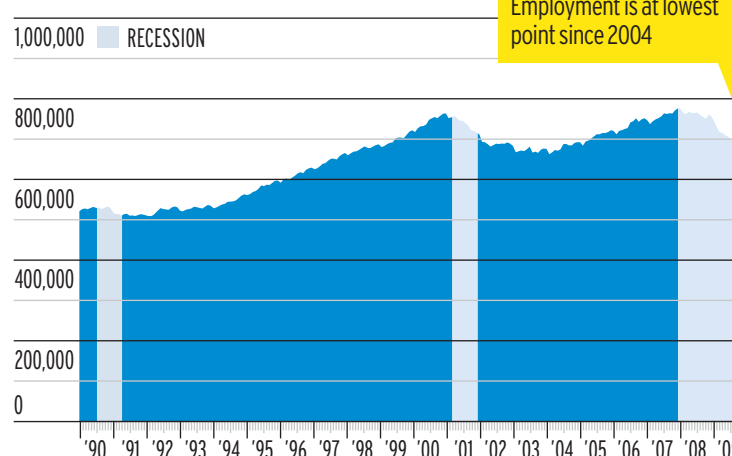


-22,300
Job losses in 2009 (year-end '09 vs. year-end '08)

-30,100
Job cuts, now vs. start of recession (Dec. 2007)

Source: Ad Age DataCenter analysis of Bureau of Labor Statistics data. See current jobs data: AdAge.com/adjobs

U.S. ADVERTISING/MARKETING SERVICES¹

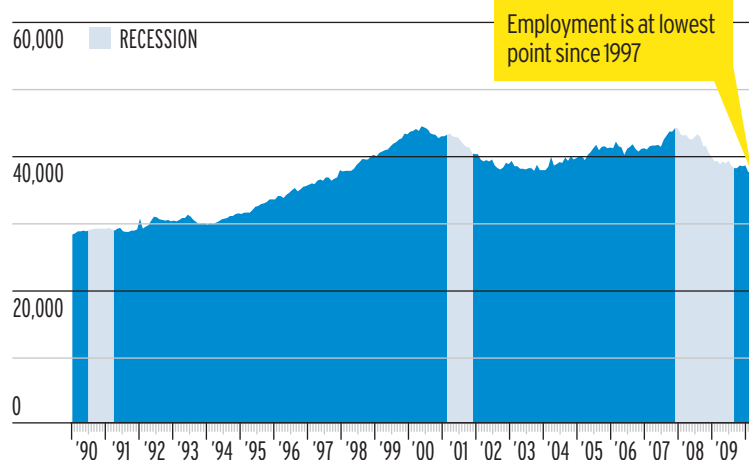


-58,400
Job losses in 2009 (year-end '09 vs. year-end '08)

-107,700
Job cuts, now vs. start of recession (Dec. 2007)

¹ Ad, direct, PR, media agencies; graphic design; marketing consultants; market research; other ad/marketing services. Source: Ad Age DataCenter analysis of Bureau of Labor Statistics data. See current jobs data: AdAge.com/adjobs

U.S. MEDIA AGENCIES¹

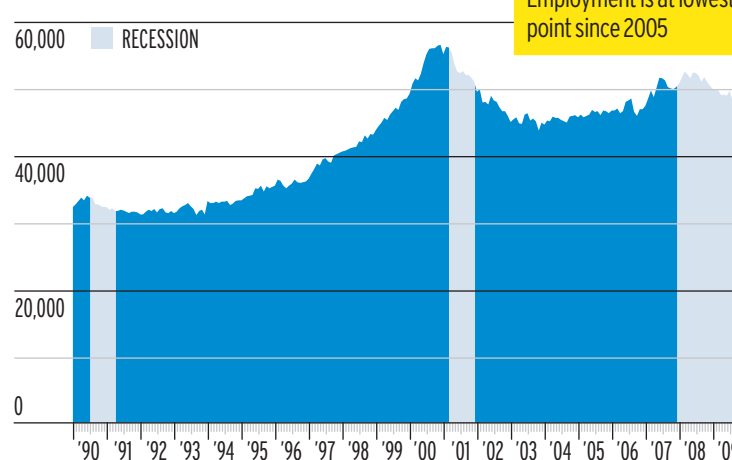


-1,300
Job losses in 2009 (year-end '09 vs. year-end '08)

-6,500
Job cuts, now vs. start of recession (Dec. 2007)

¹ Includes media buying agencies and independent media-rep firms. Source: Ad Age DataCenter analysis of Bureau of Labor Statistics data. See current jobs data: AdAge.com/adjobs

U.S. PUBLIC RELATIONS AGENCIES



-3,500
Job losses in 2009 (year-end '09 vs. year-end '08)

-4,400
Job cuts, now vs. start of recession (Dec. 2007)

Source: Ad Age DataCenter analysis of Bureau of Labor Statistics data. See current jobs data: AdAge.com/adjobs