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EFFIE PRESS RELEASE

EFFIE AWARDS ANNOUNCE TOP WINNING AGENCIES AND GRAND EFFIE JURY CHAIR

JWT and Ogilvy Tie for Most Wins; Chrysler's CMO will Chair the Jury to Decide the Grand Effie Winner

COMPLETE WINNER LISTING

New York (April 14, 2008)— JWT, Ogilvy and BBDO are the leading agencies with the most wins for the 40th Annual Effie Awards. The Effie Awards honor the most significant achievement in the business of marketing communications: ideas that work. Mary Lee Keane, Executive Director of the Effie Awards, also announced today that Deborah Wahl Meyer, Vice President & Chief Marketing Officer at Chrysler, will chair the Grand Effie Jury.

JWT and Ogilvy tied for the most Effie Awards (seven each), while BBDO will receive six Effies. DDB, Grey Worldwide and Leo Burnett were also top winning agencies and will take home 5 Effie trophies each the night of the Effie Awards Gala on June 4 in New York. OMD and Starcom will be awarded one Effie apiece as lead agencies, both agency networks OMD and Starcom MediaVest Group are also credited as media partner on seven campaigns. Mindshare was the media agency of record for an impressive 16 Effie-winning campaigns.

"This year, we noted an unprecedented number of lead agency collaborations, along with agency contributors from all types of marketing disciplines," said Keane. "Marketers are truly working together to get results."

For the third year in a row, the Grand Effie Award will be deliberated the day of the Effie Awards Gala by a jury of marketing executives representing the agency and client-side. The jury will determine the best in show from the five highest scoring campaigns. Campaigns are scored based on the strategic communications challenges, campaign objectives, the big idea, bringing the idea to life and results.

Grand Effie Jury Members (to date) include:

Bob Baird, President and CEO, Philips Consumer Lifestyle
Lars Bastholm, Executive Creative Director, AKQA New York
Laura Desmond, CEO/The Americas, Starcom MediaVest Group
Esther Lee, CEO of North America & President of Global Brands, EURO RSCG
David Droga, Creative Chairman, Droga5
John Harrobin, SVP, Marketing and Digital Media, Verizon Wireless
Erik Hauser, Founder and Creative Director, Swivel Media

Effie winners will learn if they won a Gold, Silver or Bronze Effie at the 40th Annual Effie Gala on June 4 at Cipriani 42nd Street in New York.

About the Effie Awards

The Effie Awards honor the most significant achievement in the business of marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognize any and all forms of marketing communication that contribute to a brand's success. Any marketing medium is eligible for an Effie, as long as results are proven, including Print, TV, Radio, Outdoor, Internet, Guerrilla, Digital, Package Design, Events, Street Teams, PR, Paid or Unpaid Media. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the EURO Effie, Effie Asia Pacific (Effie APAC) and more than 35 national Effie programs. For more details, visit www.affie.org.