

Press Release

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Hall & Partners Continues Aggressive Global Management Growth

Andy Waller named Global COO

London and New York, Feb. 14, 2012 – Continuing their commitment to build a strong central team with exceptional strategic talent, specialist brand research agency Hall & Partners has named Andy Waller Global COO.

The agency, which focuses on understanding how ‘Social Emotion’ drives brand engagement, has made its third major hire of 2012 by adding Waller to their global management team. Waller’s appointment comes hot on the heels of recent announcements of Murray Hardie, US CEO, and Kevin Ford, Global Head of Research Solutions, joining the agency’s global team. He will oversee and advance operational efficiencies and develop the company’s vision of how to stay operationally fit and ahead in an increasingly technology driven world.

“We are thrilled and excited to have added a trio of highly regarded industry experts to the Hall & Partners’ global management team this year,” commented Vanella Jackson, Global CEO. “Andy has a huge amount of relevant experience to bring to us. He has successfully run the operations of a number of large, challenging companies and we’re giving him a blank canvass to design his vision and take us to the next level of technological innovation.”

Waller brings more than 20 years of leadership experience in the research industry to his role. He joins Hall & Partners from Synovate where he was Global Director of Operations since 2007. At Synovate he was responsible for all operations in more than 60 countries, and led a number of initiatives to improve quality and cost effectiveness. Prior to this, he was Head of Operations at ORC International and has also held various management positions at GfK in Europe and Asia.

“I am delighted to be joining Hall & Partners at this exciting time in the agency’s development,” added Waller. “I look forward to continuing to build the operational excellence which underpins their strategy for growth. Hall & Partners is renowned for its

market leading products, talented people and innovative approach to research. The opportunity to play a key role in such a dynamic organization was impossible to resist.”

Waller will be based in the agency’s London office, reporting in to Vanella Jackson.

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Notes to the editor:

Hall & Partners (www.hallandpartners.com) is a global boutique, specializing in brand engagement and communications research. Their innovative Engager™ framework provides a new way to measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. The framework has led to new ways of developing and evaluating brands and communication. U.S. offices are in Chicago, Los Angeles, New York and Seattle, with additional global offices in London, Melbourne, Paris, Shanghai, Singapore and Sydney. Hall & Partners is part of the Omnicom Group’s (NYSE:OMC) Diversified Agency Services (DAS), the world’s leading holding group of marketing services companies.