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CAHG WINS GLOBAL AWARD AT THE 2011 GLOBAL AWARDS®

CHICAGO, December 2, 2011 — **CAHG**, a leading professional healthcare communications agency, won a Global Award in the Communication to the Healthcare Professional category for Best Film/Video and two Global Finalists Certificates in the Art and Technique category for both Best Integrated Campaign and Best Illustration for 2011. The winners were announced by The Global Awards® for Healthcare Communications.

The winning entries are part of the global RotaTeq® creative campaign developed for Merck Vaccines. This campaign creates a rich narrative about RotaTeq, demonstrating that RotaTeq helps to protect baby against rotavirus gastroenteritis (RGE), supported by clinical efficacy data and a demonstrated safety profile. A nesting doll family brings to life the brand's unique design—multiple serotypes in one vaccine—and embodies a warm and nurturing brand personality. It's a simple story, one that puts baby front and center, surrounded by the care of both family and healthcare provider.

"We approached development of the RotaTeq campaign as if we were creating a feature film—from ideation, to character development, to motion design, all the way to the quality of the animation team we brought on board. We conceptualized and executed a simple, engaging and beautiful narrative to deliver this global multi-channel campaign. The results speak for themselves," stated Robin Shapiro, Partner and Chief Creative Officer, CAHG.

Now in its 17th year, The Global Awards® for Healthcare Communications are recognized as the industry's top awards dedicated to excellence in healthcare communications on an international basis. The Globals have achieved the status of the world's most coveted honor in this field. Their stated mission is "to lift the perception of creativity above clever headlines and

smart design, and to explore the feelings and emotions transmitted between a message's creator and its recipient."

CAHG (www.cahg.com) is one of the largest healthcare communications companies in the world and provides brand acceleration services throughout the lifecycle of a brand, from compound development to patent expiry and beyond, including genomics-based medicine and personalized healthcare communication and strategies; clinical trial patient recruitment and management; market conditioning and promotional medical education; managed markets; full-service interactive support through relationship marketing and digital/interactive communications; technology-inspired studio solutions; and specialty and blockbuster global brand acceleration services in the professional healthcare advertising, branding, and promotions disciplines.

CAHG is a wholly-owned subsidiary of Omnicom Group Inc. (NYSE: OMC) (www.omicomgroup.com), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning, digital and interactive media, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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