

Organic's Kingdon to lead the 2006 WebAward Judging Panel

San Francisco, CA February 22, 2006 — The Web Marketing Association is pleased to announce that Mark Kingdon, CEO of Organic, Inc. has been selected to lead the judging panel as the first Chair of the 10th annual international WebAward competition for Web site development.

“As a long time WebAward judge, Mark is exceptionally positioned to lead the judging of this year’s WebAward program,” said William Rice, President of the Web Marketing Association. “For nearly a decade, the WebAwards has used seven fundamental criteria to evaluate, benchmark, and set industry standards for Web site development. Mark will use his expertise and insights to help define and enhance the current standard of excellence for award winning web sites.”

Mark Kingdon joined Organic as CEO in 2001 and has led the company to its current position as a leading digital marketing agency. Prior to Organic, Mark worked for Idealab and provided strategic guidance to emerging companies. Earlier, he was a partner at PricewaterhouseCoopers, where he led the America's retail and distribution industry practice, managed the PwC and Coopers & Lybrand merger, and was a leader of the e-business practice globally. Mark is a member of the International Academy of Digital Arts and Sciences and serves as a Webby judge. He's also a regular contributor to Three Minds, Organic's blog. Mark received his MBA from the Wharton School of Business and a BA in Economics from UCLA. Mark is also a member of the Young Presidents Organization (YPO).

“I am honored and delighted to have been chosen to Chair the WebAwards—a program with a wonderful, rich history of showcasing a broad array of exceptional online experiences—from major global brands to smaller, single-shingle businesses from all over the world,” said Mark Kingdon, CEO, Organic. “Personally, I like seeing the huge range of work and being exposed to web experiences that I might not normally see. It’s inspiring. I’ve enjoyed being a judge and I’m particularly excited about developing a strong sense of community among the judges with a lot of good dialogue about the work.”

The 2006 WebAwards judges consist of a select group of Internet professionals who have direct experience designing and managing corporate Web sites—including members of the media, advertising executives, site designers, content providers and webmasters—with an in-depth understanding of the current state-of-the-art in Web site development and technology. Judging for this year’s awards will take place in July and August, with winners announced in September. Internet professionals interested in being considered as a 2006 WebAward judge can nominate themselves at www.webaward.org/judges.asp

About Organic, Inc.

Organic is a digital marketing agency that designs and builds exceptional interactive

experiences for leading companies to drive brand awareness and more profitable customer relationships. Founded in 1993, Organic has offices in Detroit, Los Angeles, New York, San Francisco, and Toronto. *Advertising Age* recently named Organic a top ten interactive agency. To learn more about Organic, please visit www.organic.com or read our blog at <http://threeminds.organic.com>.

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

About the WebAwards

The 10th annual international WebAwards competition sets the standard of excellence in 95 industry categories by evaluating Web sites and defining benchmarks based on the seven essential criteria of successful Web site development. The goal of the Web Marketing Association (www.webmarketingassociation.org), sponsor of the WebAwards, is to provide a forum to recognize the people and organizations responsible for developing some of the most effective Web sites on the Internet today. Entrants benefit from a Web site assessment by a professional judging panel and the marketing opportunities presented to an award-winning Web site. For more information, visit www.webaward.org.

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