

## AGENCY BUSINESS REPORT

# 2012 Direct Marketing Standings

Rank	Company	Key Executives	US Revenues		Key Clients
			2011	2010	
1	Wunderman	Daniel Morel Chairman/CEO	911,000,000	1,012,000,000	Microsoft, Ford, Nokia, Citibank, Burger King, SouthWest Airlines
2	Epsilon	Bryan Kennedy CEO	847,000,000	613,000,000	GM, Dell, JPMorgan Chase, Pepsi, Best Buy, FedEx, Kraft
3	SapientNitro	Alan J. Herrick President/CEO	685,659,000	514,727,000	Chrysler, Citi, Coca-Cola, Singapore Airlines, Target, Vodafone
4	Acxiom Corp.	Scott Howe CEO	656,000,000	623,000,000	Blockbuster, Mercedes-Benz Financial, MGM Resorts
5	Schawk Retail Marketing	Michael Komasiniski President	455,300,000	460,626,000	Safeway, Disney, GE, Wal-Mart, Sears, Home Depot
6	Experian Marketing Services	Matt Seeley U.S. CEO	400,000,000	367,000,000	McAfee, Virgin Mobile, Williams-Sonoma
7	Hyper Marketing	Zain Raj CEO	327,093,799	305,743,220	Dell, AT&T, eBay, American Express, Unilever HPC
8	Merkle	David Williams Chairman/CEO	303,000,000	253,500,000	GEICO, DIRECTV, GMAC Insurance, Clorox, Samsung, Dell
9	GSI Global Marketing Services	Chris Saridakis President	209,000,000	147,000,000	Sony, GNC, Dollar General, Toys "R" Us, Timberland
10	Meredith Xcelerated Marketing	Steve Lacy CEO	174,000,000	173,000,000	American Honda Motor Co., Inc., Kraft Foods Inc., Lowe's, Nestlé
11	Harte-Hanks	Gary Skidmore President	161,600,000	149,200,000	Mercedes-Benz, Sony, Samsung, Microsoft, CSC, HP
12	AKQA	Tom Bedecarre CEO	150,000,000	125,000,000	Audi of America, Delta, Google, Kraft, Target, USPS, Xbox, Visa
13	Acquity Group	Chris Dalton CEO	106,655,286	72,558,666	Cadillac, Adobe, Boot Barn, Motorola, Penske, Casual Male Retail Group
14	HUGE	Aaron Shapiro CEO	89,000,000	43,000,000	Comcast, Target, HBO, American Express, Pizza Hut, Dell
15	SourceLink	Don McKenzie President/CEO	67,700,000	72,600,000	Bank of America, Huntington National Bank, Energy Plus
16	Intouch Solutions	Faruk Capan CEO	39,158,813	30,684,977	Abbott Laboratories, Bayer Animal Health, Baxter, Danone
17	Direct Agents	Dinesh and Josh Boaz, CEOs	34,701,975	21,334,000	LendingTree, Sherman's Travel, Goldstar, Movado, Encore

1. This includes all agencies in the Wunderman network globally.

2. Schawk Retail Marketing's revenues were publicly reported in its full-year earnings report.

3. This number represents total global revenue; GSI does not break out U.S. revenue.

4. This number includes all Harte-Hanks agencies.

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The 2012 standings, which rank firms by revenues, were open to companies that operate across the direct marketing spectrum, from digital to direct mail.

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18	Anderson Direct Marketing	Ted Tietge CEO	26,000,000	29,500,000	AT&T, Blue Cross Blue Shield of AZ, FedEx Services, Xerox
19	T3	Gay Gaddis CEO	23,000,000	26,200,000	JPMorgan Chase, Microsoft, Coca-Cola, UPS
20	Eleven	Courtney Buechert CEO	22,073,260	21,781,306	Virgin America, Apple, NetApp, Visa, Eaton Vance, AAA
21	Partners & Napier	Sharon Napier CEO	18,500,000	16,200,000	Green Mountain Coffee Roasters, Capital One, Kodak
22	Mastermind Agency	Dan Dodson CEO	14,800,000	11,925,000	7-Eleven, AGCO, Bayer, Coca-Cola, CitiGroup, Verizon, UPS
23	SIGMA Marketing Group	Kenyon Blunt CEO	11,431,000	11,222,000	Nationwide Insurance, Xerox, FMC, Shredit, Subaru
24	DMW Direct	Mark S. Mandia President/CEO	11,200,000	10,443,000	Independence Blue Cross, Tufts Health Plan, MetLife
25	Catalyst Inc.	Jeff Cleary and Mike Osborn, Managing Directors	11,031,000	9,162,000	AAA, Eastman Kodak Company, First Niagara Financial Group
26	Rally Marketing Group	Lisa Clarke CEO	9,379,000	11,505,000	MillerCoors, 7-Eleven, P&G, Target, Coinstar
27	Wilde Agency	Neal Boornazian CEO	6,623,550	5,385,000	Bloomberg BusinessWeek, TripAdvisor, United Healthcare
28	Hedges & Company	Jon Hedges CEO	4,800,000	4,900,000	AT&T, National Hot Rod Association, Specialty Equipment Market Assoc.
29	Crossbow Group	Jay Bower President/Chief Archer	3,253,000	2,935,000	Bloomberg, Cigna Healthcare, Intuit, MetLife
30	Welcome Host	Kippy Sumrall Cofounder/CEO	3,178,000	2,300,000	Winn-Dixie, Birthdaypals
31	Swanson Russell	Dave Hansen CEO	3,117,399	2,502,288	FMC Ag Chemicals, Rain Bird Irrigation, Merck Animal Health
32	Mint Advertising	Eric Schoenfeld CEO	3,000,000	2,100,000	Domino's Pizza, Applegate, CRP Industries
33	Lewis Direct	Mark Lewis CEO	1,100,000	1,800,000	University of Chicago, Marcus Evans Conferences, UNLV
34	Direct Hit Marketing	Steve Juedes CEO	1,100,000	1,000,000	Northwestern University, Stanford University

# 2012 Holding Companies and Agencies

Holding Company	Agency Name	Key Executive	Key Clients
CCMP Capital Advisors	Infogroup	Michael L. Iaccarino CEO	The League of Women Voters, Last Chance for Animals
Havas	Euro RSCG Worldwide 4D	David Jones Global CEO	Kraft, Chivas, Durex, Volvo, Credit Suisse, Merck, Durex, Air France
Hearst	iCrossing	Don Scales President/CEO	Adobe, eBay, Virgin Atlantic, Williams-Sonoma, Coca-Cola
IPG	Hacker Group	Spyro Kourtis CEO	AT&T, Carnival Cruise Lines, Emblem Health, Highmark, SCI
IPG	Draftfcb	Laurence Boschetto CEO/President	Boeing, Yum! (Taco Bell and KFC), Dow, Hewlett-Packard
IPG	MRM Worldwide	Bill Kolb CEO	Colgate, Carnival, Intel, JPMorgan Chase, Microsoft, P&G
Omnicom	Javelin Marketing Group	Pamela Larrick CEO	AT&T, Hyatt, ING, GE, Proactiv, Healthy Directions, AT&T U-Verse
Omnicom	Proximity Worldwide	Andrew Bailey Chairman of Proximity North America	Marriott, J&J, Citibank, Visa, P&G, ExxonMobil, Emirates, Aviva
Omnicom	Tribal DDB Worldwide	Paul Gunning U.S. CEO	Intel, ExxonMobile, Pfizer Consumer Healthcare
Omnicom	Organic	Marita Scarfi U.S. CEO	Hilton Worldwide, Procter & Gamble, Intel, Kimberly-Clark, Walmart
Omnicom	Rapp	Bob Horvath Global Chairman/CEO	AMC Theaters, Bank of America, Toyota, Hyatt Hotels
Omnicom	Targetbase	Mark Wright President/CEO	Honda, Acura, PG&E, Cricket, Gatorade, LPL Financial, Michael's
Omnicom	The Kern Organization	Russell Kern President/Founder	DIRECTV, Clearwire, SAP, Symantec, Online Trading Academy, Sprint
Publicis	Arc Worldwide	Rich Stoddart, President Leo Burnett North America	Allstate Insurance, Coca-Cola, Esurance, McDonald's
Publicis	Digitas	Colin Kinsella CEO Digitas North America	Sprint, eBay, Aflac, Whirlpool, Walgreens
Publicis	Razorfish	Bob Lord U.S. CEO	Microsoft, Intel, Mercedes-Benz, Delta, Kellogg's
Publicis	Rosetta	Chris Kuenne CEO	Dannon, AVG, Samsung, United Healthcare, JPMorgan Chase
WPP	Possible Worldwide	Shane Atchison CEO	Samsung, DCI, Dannon, MasterCard, Intel, MTV Brazil, Macy's, Sony
WPP	G2 USA	John Paulson CEO	Heineken, Kraft Foods, Liberty Mutual, P&G, Adobe
WPP	OgilvyOne Worldwide	Harvey Kipnis, Regional Director, OgilvyOne North America	Kimberly-Clark, Blackrock, Cabela's, Ultimate Fighting Machine
WPP	KBM Group	Gary S. Laben CEO	AT&T, Ford, Humana, T-Mobile, Papa John's, Levi's, Verizon