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CAMPBELL-EWALD DIRECT DOMINATES AT 28th ANNUAL TARGET AWARDS

DETROIT, Nov. xx, 2006 — For the seventh straight year, Campbell-Ewald Direct dominated the Direct Marketing Association of Detroit's (DMAD) Target Awards, bringing home more honors than any other agency. Fourteen Target Awards were earned on behalf of seven Campbell-Ewald clients. In addition, show attendees had the opportunity to vote for "Best of Show" and chose the agency's Wyndham Worldwide TripRewards entry.

"We constantly evolve the ways we connect with customers and prospects," said Susan Logar Brody, executive vice president, executive creative director at Campbell-Ewald. "We launch trends, cross channels and tinker with convention, and we're honored to have our work recognized by the Direct Marketing Association of Detroit."

Campbell-Ewald campaigns won first-place honors in seven categories:

- **General Motors**, "GM Cross Divisional WinBack Program"
 - Automotive
- **National City**, "Simplify Your Approach to Business"
 - Business-to-Business
- **OnStar**, "Rake in the Rewards"
 - Merchandising
- **U.S. Postal Service**, "3-Phase Prepaid Direct Mail"
 - Integrated Marketing Campaign
- **U.S. Postal Service**, "Travel Agent Passport Program"
 - Business-to-Business
- **U.S. Postal Service**, "United States Postal Service Priority Mail"
 - Business-to-Business Multimedia Direct-Response Campaign
- **Wyndham Worldwide TripRewards**, "Bewitched Stay a Spell Sweepstakes"
 - Consumer Non-automotive

Additional honors went to campaigns for Chevrolet, General Motors and the U.S. Navy.

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Sponsored by the Direct Marketing Association of Detroit (DMAD), the Target Awards competition evaluates the creativity, marketing strategy, results and overall effectiveness of a campaign.

Campbell-Ewald is the nation's sixth largest advertising and marketing communications agency network, with more than 1,300 employees and offices in Detroit, Los Angeles, Atlanta, Chicago, Dallas, New York and Washington, D.C. A part of The Interpublic Group of Companies (NYSE:IPG), Campbell-Ewald partners with a score of national brands, including ACDelco, Alltel, BISSELL, Chevrolet, Farmers Insurance, Kaiser Permanente, Michelin, OnStar, the United States Navy and the United States Postal Service.

For more information on Campbell-Ewald, visit www.campbell-ewald.com.

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