

Omnicom's DAS Acquires Position in Virtual World Expert Millions of Us

Diversified Agency Services (DAS), a unit of Omnicom Group Inc., has acquired a stake in San Francisco-based Millions of Us, an agency helping brands connect with virtual worlds, social networks and large online communities.

New York, NY & San Jose, CA (PRWEB) October 11, 2007 -- Diversified Agency Services (DAS), a unit of Omnicom Group Inc., has acquired a stake in San Francisco-based Millions of Us, an agency helping brands connect with virtual worlds, social networks and large online communities.

Founded in 2006 by former Linden Lab executives Reuben Steiger, CEO, and Christian Lassonde, President, Millions of Us has established itself as a market-defining force in the fast-growing virtual worlds space and has delivered dozens of unprecedented campaigns for global brands including Warner Bros., Toyota and Intel. The agency's management team includes prominent innovators in virtual worlds technology and creative content, along with advertising industry veterans who have pioneered social media and interactive campaigns. The firm has recently begun executing a multi-platform strategy to expand into the user generated communities that now account for 31% of all consumer Internet usage, according to 2007 figures from comScore.

"Omnicom's mission has always been to provide a full suite of marketing and communications services for our agencies' clients, and we sought access to the new media technical and creative talent that is housed in Millions of Us," said Dale Adams, President of DAS. "We anticipate seeing pioneering strategy and work from Millions of Us that will benefit all group companies."

"We are entering an era known as the 'Avatar Age' in which people connect face to face online. Because people today trust the recommendations of friends much more than advertising, companies can now seize the opportunity to support online communities and connect more deeply with their customers through social networks rather than through traditional online advertising," said Reuben Steiger, CEO, Millions of Us. "This financing will allow us to make necessary investments and attract the talent to continue along our rapid growth curve."

"We are excited about our new partnership with Omnicom, whose portfolio of companies clearly demonstrates how much it values creativity in all areas of the marketing process," Steiger said. "We look forward to this opportunity to expand our resources and reach within the online world."

Millions of Us, LLC (www.millionsofus.com <<http://www.millionsofus.com>>)

is an agency specializing in helping brands connect with virtual worlds, social networks and large online communities. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, Intel and Coca-Cola.

Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com <<http://www.omnicomgroup.com>>) 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, digital and interactive marketing, 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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