

# 2011 TOP AGENCIES SPECIAL REPORT

| Agency                              | Category    | Location                    | URL                       | Phone          | Key executive   | Est. '10 revenue (in mil.) | Est. '10 b-to-b revenue | % of revenue from b-to-b | Key clients  | No. of emp. |
|-------------------------------------|-------------|-----------------------------|---------------------------|----------------|---|----------------------------|-------------------------|--------------------------|--|-------------|
| Mintz & Hoke                        | Small       | Avon, Conn.                 | www.mintz-hoke.com        | (860) 678-0473 | Chris Knopf, CEO  | N/A                        | N/A                     | 75%                      | Aetna, Prudential Financial, DRS Technologies, Praxair, Wiremold   | 58          |
| MLT Creative                        | Small       | Clarkston, Ga.              | www.mltcreative.com       | (404) 292-4502 | Craig Lindberg, exec VP-partner                                 | 5.0                        | 5.0                     | 100                      | Manheim, AutoTec/AuctionACCESS, Airgas, Capital Access Network, Keystone Foods   | 21          |
| Mobium                              | Small       | Chicago                     | www.mobium.com            | (312) 422-5990 | Gordon Hochhalter, partner                                      | 7.8                        | 7.8                     | 100                      | Herff Jones, Moog, Pay Flex/Health Hub, Corn Products, Aprimo Software   | 37          |
| Moss Warner                         | Midsized    | San Juan Capistrano, Calif. | www.moss-warner.com       | (949) 429-2266 | Bob Smithers, president   | 19.0                       | 19.0                    | 100                      | Mars Chocolate, Mars Petcare, Beyond Trust, Infineum, Food Export  | 20          |
| Movéo Integrated Branding           | Small       | Oakbrook Terrace, Ill.      | www.moveo.com             | (630) 570-4800 | Robert Murphy, managing partner; Brian Davies, managing partner | 10.7                       | 9.9                     | 92                       | Zebra Technologies, Abbott, Careerbuilder, Westex, Molex   | 39          |
| MRM Worldwide                       | Interactive | New York                    | www.mrmworldwide.com      | (646) 865-6230 | Marc Landsberg, CEO   | N/A                        | N/A                     | 24                       | Verizon, Dell, Intel, VeriSign, ExxonMobil   | 2,200       |
| Nelson Schmidt                      | Small       | Milwaukee                   | www.nelsonschmidt.com     | (414) 224-0210 | Dan Nelson Jr., president                                       | 7.2                        | 6.0                     | 83                       | Alliance Laundry Systems, Honeywell, McKesson, CUNA Mutual Group, Harley-Davidson Motor Co.  | 52          |
| nFusion                             | Interactive | Austin, Texas               | www.nfusion.com           | (512) 716-7000 | John Ellett, managing partner-CEO                               | 19.1                       | 6.5                     | 34                       | Comerica Bank, Samsung, Zimmer Spine, AMD, The Planet  | 45          |
| Nicholson Kovac                     | Midsized    | Kansas City, Mo.            | www.nicholsonkovac.com    | (816) 842-8881 | Peter Kovac, president-CEO                                      | 8.2                        | 5.7                     | 70                       | FMC Corp., 3M Medical, O-I, FedEx Freight, Great Salt Lake Minerals  | 65          |
| Ogilvy & Mather North America       | Large       | New York                    | www.ogilvy.com            | (212) 237-4000 | John Seifert, chairman-CEO                                      | N/A                        | N/A                     | 60                       | IBM, UPS, Cisco Systems, SAP, Siemens  | N/A         |
| Oliver Russell                      | Small       | Boise, Idaho                | www.oliver-russell.com    | (208) 287-6530 | Russ Stoddard, CEO  | 3.4                        | 2.3                     | 68                       | HP Personal Systems Group, HP Imaging and Printing Group, Cisco Systems, Snapfish, Avaya   | 15          |
| Pepper Group                        | Small       | Palatine, Ill.              | www.pepper-group.com      | (847) 963-0333 | Tim Padgett, president-CEO                                      | 1.7                        | 1.6                     | 92                       | Follett, 3M, Navistar, Tetra Pak, Nielsen  | 17          |
| PJA Advertising+Marketing           | Small       | Cambridge, Mass.            | www.agency-pja.com        | (617) 234-7371 | Mike O'Toole, president   | 11.4                       | 10.2                    | 90                       | EMC, Novell, Infor, Tyco Electronics, Brother International  | 54          |
| PriceWeber Marketing Communications | Small       | Louisville, Ky.             | www.price-weber.com       | (502) 499-9220 | Shanna Columbus, chairman-CEO                                   | 4.8                        | 3.2                     | 67                       | Cummins, Brown-Forman Beverages, ArvinMeritor, R.J. Reynolds Tobacco, Valvoline  | 50          |
| Princeton Partners                  | Small       | Princeton, N.J.             | www.princetonpartners.com | (609) 452-8500 | Tom Sullivan, CEO   | 3.2                        | 2.1                     | 65                       | Pacer Global Logistics, AkzoNobel, Integrity Health, Western Pest Services Commercial, NJM Bank                                      | 29          |
| Proteus B2B                         | Small       | Grand Rapids, Mich.         | www.proteusb2b.com        | (616) 235-1122 | Galen De Young, managing director                               | N/A                        | N/A                     | 100                      | Ryder, Windstream Communications, Granco Clark, Acoustics by Design, dmStrategists   | 14          |
| Quiet Light Communications          | Small       | Rockford, Ill.              | www.quietlightcom.com     | (815) 398-6860 | Terry Schroff, CEO  | N/A                        | N/A                     | N/A                      | Sargento, Praxair, Danisco, Precision Foods, All American Pharmaceutical   | N/A         |
| Razorfish                           | Interactive | Seattle                     | www.razorfish.com         | (206) 816-8800 | Clark Kokich, chairman  | N/A                        | N/A                     | N/A                      | EMC Corp., Microsoft, O2   | 2,000       |
| Red House                           | Small       | Alpharetta, Ga.             | www.redhouse-usa.com      | (770) 475-2103 | Dan Hansen, senior partner; Terry McLane, senior partner        | N/A                        | N/A                     | 100                      | McKesson, Reed Elsevier/LexisNexis, Alere, TeamHealth, AT&T  | 16          |
| Richards Group                      | Large       | Dallas                      | www.richards.com          | (214) 891-5700 | Stan Richards, principal-creative director                      | 170.0                      | 6.0                     | 4                        | Behringer Harvard, Flexjet, LPL Financial, Nomacorc, Southern Co.  | 658         |
| RiechesBaird                        | Small       | Irvine, Calif.              | www.riechesbaird.com      | (949) 586-1200 | Ray Baird, president  | 10.0                       | 10.0                    | 100                      | American Airlines Cargo, Hoag Hospital, Pegasystems, Villeroy & Boch, Constellation Energy   | 23          |
| Roberts Communications              | Midsized    | Rochester, N.Y.             | www.robertscomm.com       | (585) 325-6000 | Bill Murtha, president-CEO                                      | 14.7                       | 8.9                     | 61                       | Xerox Corp., MasterCard Worldwide, ITT Goulds Pumps, Thales North America, Rochester Regional Health Information Organization (RHIO) | 69          |
| Rosetta                             | Interactive | Hamilton, N.J.              | www.rosetta.com           | (609) 689-6100 | Chris Kuenne, chairman-CEO                                      | 214.0                      | 22.0                    | 20                       | Safeguard, Microsoft, Crane, Lincoln Electric, MSC Direct  | 1,100       |

■ Winner ■ Runner-up ■ Honorable Mention

