



Brodeur Evolves Full Circle

Rebrands as Brodeur Partners in Client Resource Expansion

Boston, MA, June 23, 2008 -- Brodeur, an Omnicom-owned PR agency (NYSE: OMC), today announced the formation of a new partnership with leading digital agencies and the three new practice areas in mobility, life sciences and clean technology.

The company will also become Brodeur Partners to reflect the agency's evolving business model and expanded client services and resources. The new Brodeur Partners website (www.brodeur.com) goes live this week with "Open Possibilities" describing the business model that is already winning major new client assignments against larger, traditional agencies.

Part of the rebranding features a strategic alliance with 18 independently-owned communications service agencies, most with high-demand digital specialties that augment Brodeur Partners' current robust offerings. Brodeur Partners is the lead agency in an alliance known internally as "Circles," which has been sharing insights, current trends, best practices, and clients since 2006.

Andrea Coville, CEO of Brodeur Partners, says the "open" concept has been part of the company since it was founded in 1985 as Brodeur & Partners.

"First, we try to hire the best people in the business," Coville said. "But we always have been open to the idea that the resources for clients can be extended if you are willing to partner with an array of like-minded firms, even competitors."

She noted that Brodeur Partners has successfully diversified and expanded from a technology-centered client base to health care, life sciences, consumer, social entrepreneurship and financial services largely on the strength of its people-friendly culture, digital savvy and fresh, big ideas for clients.

The new circle of Brodeur Partners ranges from biometric research, experiential marketing, social media and employee communications to traditional disciplines including advertising, marketing, financial strategies, public affairs and branding.

Brodeur Partners has also expanded its resources, Coville added, through an Advisory Board comprised of some of the "best brains in the business, political and non-profit worlds." The Advisory Board has been meeting 2-3 times a year since 2005.

"The Brodeur Partners model works," said Joe Trippi of Trippi and Associates, "not so much because of the model but the people, the energy, and the ability to embrace big thinking."

Coville said the approach places the client at the center of the circle.

“We arrive at campaign ideas and branding campaigns based on specific client needs, not the needs of our individual P&Ls,” she said. “The result is a customized ‘dream team’ of individuals open to the possibility that a great idea can come from anywhere and a common culture that is spirited, discipline agnostic, and able to blend traditional and new media.”

Brodeur Partners includes a circle of leading companies::

- Allen & Gerritsen (Boston, MA) – advertising/marketing
- Bempora Baronowski Marketing Group (New York, NY) – branding
- BrandTurn (Boston, MA) – insights & R&D
- Burness Communications (Bethesda, MD) – not for profit PR
- CRA Inc., (Berwyn, PA) – employee/executive coaching
- Digital Pulp (New York, NY) – interactive web design
- Echo Ditto (Washington, DC) – online communities
- Fulgent – online media strategy
- Grant Butler Coomber – (London) B2B communications
- Innerscope Research (Boston, MA) – biometric research
- LOGOS Consulting Group (New York, NY) - crisis communications
- Montieth & Company (New York, NY) – financial/investor relations
- O’Neil & Associates (Boston, MA) – public affairs
- OLE (New York, NY) – hispanic marketing
- Power Marketing Partners (Stamford, CT) – experiential marketing
- Snippies.com (New York, NY) – video journalists
- Trippi & Associates (Washington, DC) – digital marketing
- Whitecoat Strategies (Washington, DC) – life science communications

For more information about Brodeur Partners go to www.brodeur.com

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