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**Siegel+Gale Appoints Laurence Vincent  
as Group Director, Strategy in Los Angeles**

Veteran Brander to Lead High Tech,  
Media+Entertainment Practice

**NEW YORK, NY – October 22, 2007 – Siegel+Gale**, one of the world’s premier strategic branding firms, announced today the appointment of **Laurence Vincent** as Group Director, Strategy of Siegel+Gale’s Los Angeles office. A specialist in branded entertainment and integrated marketing, Mr. Vincent has developed innovative strategies for clients ranging from the National Football League and MasterCard International to The Walt Disney Company and Home Depot.

“Laurence is one of the stars in the field of branding and will be a major asset as we continue to build Siegel+Gale’s presence in the entertainment and technology space,” said Alan Siegel, Chairman and CEO.

“Siegel+Gale is a branding pioneer in the digital and entertainment worlds,” Mr. Vincent remarked. “These are industries where brilliant branding translates into immediate revenue. So, the power, creativity, and strategic excellence that Siegel+Gale brings will have direct bottom-line effects for our clients. I am delighted to be joining such a dynamic enterprise.”

Prior to Siegel+Gale, Mr. Vincent led the Los Angeles office and entertainment marketing division of Octagon Worldwide. Before that, he was a senior partner and lead strategist at Cabana Group, a branded entertainment agency. He is an active writer whose book, *Legendary Brands: Unleashing the Power of Storytelling to Create a Winning Market Strategy*, was released by Dearborn in 2002.

**If you would like more information about Siegel+Gale, please contact Davia Temin or Megan Creydt of Temin and Company at 212-588-8788 or [news@teminandco.com](mailto:news@teminandco.com).**

**About Siegel + Gale**

Siegel+Gale is one of the world's premier strategic branding companies. Since it was founded by Alan Siegel in 1969, the firm has applied the art and science of simplicity to create branding programs that have helped many of the world's best-known organizations excel. Driven by its philosophy of "Simple is Smart," Siegel+Gale has led the way in bringing innovation to the corporate branding field, including transforming complex, incomprehensible customer communications into plain English; helping clients create distinctive brand voices across all their communications; transporting brands onto the Internet; and aligning the brand experience for customers with the brand promise.

The firm has worked with an array of blue chip organizations, including American Express, Bayer, Lehman Brothers, Medtronic, Dell, Harley Davidson, Lexus, Merrill Lynch, Yahoo!, Caterpillar, Sony, Motorola, the National Basketball Association, 3M, and Dow.

Siegel+Gale has full-service offices in New York, Los Angeles, and London and strategic partnerships around the world. It is part of the Omnicom Group Inc. (NYSE-OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, 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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