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'Tomorrow Now!' Thought Leadership Series: A collaboration between Pulse Group PLC and Omnicom Media Group

Kuala Lumpur, April 19, 2011 – Pulse Group PLC and Omnicom Media Group's OMD & PHD will collaborate on a 'thought leadership' series, which will include primary research revolving around the latest consumer trends, media consumption habits, and e-commerce of tomorrow.

Andreas Vogiatzakis, Managing Director of Omnicom Media Group commented "*staying ahead of the curve, understanding the drivers of change, and enabling us to propel into the future now, is of critical importance. This collaboration with the Pulse Group enables us to do exactly that and become the catalyst for ideation and thought-leadership that will create successful communication strategies for our partners*".

The sessions will be driven by OMG agencies OMD and PHD, with various topics related to the *consumer* and *media trends* of tomorrow. The events will be held as 'breakfast forums', and shared amongst the industry's leading marketers.

Bob Chua, CEO of Pulse Group PLC added "*We're delighted to collaborate with OMG to generate some leading-edge research that is relevant, thought-provoking, and futuristic*".

The 'Tomorrow Now!' thought leadership-series is an 'invitation only' event to commence in April 2011.

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About Pulse Group PLC

Pulse Group PLC is Asia's leading *Digital Research Agency*. Its full-service capabilities encompass brand related insights, measurement, sentiment analysis and Consumer 2.0 across Asia-Pacific. It also manages one of the most established Asian Online panels www.planet-pulse.com - an online community of survey respondents throughout Asia-Pacific and Middle East.

Please visit www.pulse-group.com for more information.

About Omnicom Media Group

Omnicom Media Group is the media services division of Omnicom Group, Inc. (NYSE: OMC). Omnicom 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, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

Omnicom Media Group is made up of several media specialist companies. Among them is **OMD Worldwide** (<http://www.omid.com>), the largest and most innovative media communications specialists in the world, and **PHD Network** (www.phdnetwork.com), a leading media services company widely recognized for its pioneering and innovative work for clients.