

## MPLANET LAUNCH FOR FH BOOM

### *Fleishman-Hillard Recruits Carol Orsborn for Boomer Practice*

**ORLANDO, FLA., November 30, 2006** – Fleishman-Hillard announced today at the American Marketing Association’s MPlanet the launch of FH Boom, its new marketing-to-boomers practice. Carol Orsborn Ph.D., co-author of *BOOM: Marketing to the Ultimate Power Consumer—the Baby Boomer Woman*, joins Eileen Marcus, senior partner and Washington, D.C., consumer practice lead, in co-chairing the FH Boom initiative.

“Fleishman-Hillard is one of the first global PR firms to offer a practice group exclusively focused on boomers,” said Orsborn, who assumes the role of senior vice president in Fleishman Hillard’s Washington DC office. “Public relations is a natural home for such an initiative, given that boomers respond to non-traditional and integrated marketing strategies that find their roots in the PR ethos.”

An academic credentialed author with more than 15 books to her credit, Orsborn has extensive public relations and business experience, most recently as a senior partner with Imago Creative, a strategic partner of the JWT Mature Market Group. Previously founder of the Orsborn Group in San Francisco, she provides senior-level consulting and training programs to corporations and the PR industry.

*BOOM*, (Amacom, 2006), co-authored by Mary Brown and Carol Orsborn, Ph.D. brings together the insights of close to 40 market leaders in a wide array of industries. Contributing authors include Ross Rodd, Director of Corporate Marketing for Palm, Inc.; Deborah Natansohn, President and Chief Operating Officer of Seabourn Cruise Line; Dorothy Dowling, Senior Vice President of Marketing for Best Western International, and more. The book’s foreword is by retail expert Paco Underhill.

FH Boom will offer proprietary research, training, program assessments, creative strategy and intelligence on how to effectively reach, connect with and motivate the men and women of the boomer generation.

“FH Boom capitalizes on our capabilities and experience in the boomer demographic with clients such as AARP and a broad range of companies in the pharmaceutical, financial, consumer goods and technology fields, among many,” said Marcus. “Coupled with Carol’s credentials and thought leadership in marketing and her specialization in adult development, FH Boom provides companies with a unique perspective on the issues, desires and concerns of the boomer generation.”

Featuring the insights and contributions of nearly 100 PR professionals drawn from Fleishman-Hillard’s 80 offices in the United States and around the globe, the FH Boom practice has also established a Web site:

[www.TheBoomerBlog.com](http://www.TheBoomerBlog.com). The site offers marketing-to-boomer news summaries, case histories by top marketers, white papers and an excerpt from *BOOM*. For information on FH Boom, contact Eileen Marcus at 202-828-8886.

### **About Fleishman-Hillard**

Fleishman-Hillard Inc., one of the world's leading public relations firms has built its reputation by using strategic communications to deliver what its clients value most: meaningful, positive, and measurable impact on the performance of their organizations. The firm is widely recognized for excellent client service and a strong company culture founded on teamwork, integrity, and personal commitment. Based in St. Louis, the firm operates throughout North America, Europe, Asia, Latin America, Australia, and South Africa through its 80 owned offices. For more information, visit the Fleishman-Hillard Web site at [www.fleishman.com](http://www.fleishman.com).

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