

ZYMAN GROUP ACQUIRES LEADING STRATEGIC CONSULTANCIES

Two Preeminent Corporate and Political Advisors Join Forces With One of the World's Leading Marketers

ATLANTA, GEORGIA (June 2, 2008) Zyman Group LLC, the international strategic marketing consulting firm, announced today that it has acquired two leading strategic consulting companies, Core Strategy Group, headquartered in Atlanta, Georgia and DMG, Inc., headquartered in Washington, D.C. and New York City. The combination of these firms brings together two of the most successful political and business consultants worldwide, Scott Miller and David Morey, with one of the world's leading marketers, Sergio Zyman.

Effective today, Scott Miller, has been appointed Chairman and David Morey has been named Vice Chairman of Zyman Group and both officers will serve on the company's Board of Directors. Sergio Zyman will remain as Founder and a major shareholder in the company.

"The fundamental need for marketing strategy and actionable plans to help clients grow is greater than ever before," said Miles Nadal, Chairman and CEO, MDC Partners. "Scott and David bring incredible business prowess and political expertise to the firm. The addition of these top minds will further enhance the powerful offerings of Zyman Group."

Core Strategy Group and DMG, Inc. have successfully transferred the political strategic or insurgent model to corporate battlefields—positioning companies and business leaders for one of the most rapidly changing and competitive business environments in history. Clients of the two firms include: Verizon, The Coca-Cola Company, Miller Brewing Company, Mars, KPMG, McDonald's, Microsoft, News Corp., Nike, Procter & Gamble, Disney, Reebok, Visa, Ernst and Young, Allied Domecq, Hughes Space and Communications, Cablevision, HBH Company, Highfields Capital, TPG and Wendy's International.

"Scott Miller's insurgent political approach to corporate strategy and communications is just the right model for these challenging times, said Bob Iger, President and CEO of The Walt Disney Company. "Zyman Group will be a great platform for him to preach and practice that doctrine."

"In this era of intense global competition, all companies, whether big or small, leading or not, have to adopt an underdog insurgent strategy," said Pete Peterson, Chairman and Co-Founder of The Blackstone Group. "David Morey and this approach will help show them how."

About Zyman Group

Zyman Group is an international marketing consulting firm, dedicated to helping companies accelerate growth profitably through transformational strategies. The firm delivers actionable solutions that reflect the depth of its practical experience, scientific approach, and provocative points of view. These solutions are based on proprietary methodologies codified in the best-selling books of its principals *The End Of Marketing As We Know It*, *The Underdog Advantage: Using the Power of Insurgent Strategy to Put Your Business On Top* and incorporate best practices from leading global companies. Headquartered in Atlanta with offices in Chicago, London, Miami, Mexico City and New York, Zyman Group was founded in 1999 by Sergio Zyman, former Chief Marketing Officer at The Coca-Cola Company. Zyman Group is a member of the MDC Partners network.

For more information, please call Jane Ingalls, 303-809-5986.

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