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CAMPBELL-EWALD AWARDED 2008 WEBAWARD FOR BEST MILITARY WEB SITE

DETROIT, September 22, 2008 — The Web Marketing Association's WebAwards have honored Campbell-Ewald's work for the United States Navy by naming NavyForMoms.com the best military Web site.

The social networking site, launched on March 1, was developed specifically to link concerned moms of Navy prospects with proud moms of active sailors, building support for young people contemplating Navy service. On the site, users create profiles, participate in group discussions, and upload photos and videos of their Navy loved ones. Since the launch, nearly 5,000 people have signed-on as members and contributed over 17,000 photos. NavyForMoms.com averages 21,000 weekly visits.

"Welcome to N4Ms!" responds Debbie, a Navy mom who is the self-appointed site greeter. "You will find a wonderful group of people who know and understand what you are going through. You can find answers to the questions you seek, the understanding of the moms who have been there, compassion from those who are there with you, and more support than you could ever imagine."

The WebAwards is the premier annual Web site award competition that names the best Web sites in 96 industries while setting the standard of excellence for all Web site development. 2008 winners can be viewed at www.webaward.org. Campbell-Ewald won Best of Category for military Web sites.

Campbell-Ewald is the nation's eighth largest advertising and digital communications agency, with more than 1,300 employees and offices in Detroit, Los Angeles, Atlanta, Chicago, Dallas, New York and Washington, D.C. A part of The Interpublic Group of Companies (NYSE:IPG), Campbell-Ewald partners with a score of national brands, including Alltel Wireless, Carhartt, Chevrolet, Kaiser Permanente, Olympic Paints and Stains, OnStar, the United States Mint, the United States Navy and the United States Postal Service.

For more information on Campbell-Ewald, visit www.campbell-ewald.com.

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