

FOR IMMEDIATE RELEASE
April 22, 2010

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OHIOHEALTH SELECTS DONER **AS AGENCY OF RECORD**

One of world's-largest independent ad agencies lists Mazda,
The UPS Store, Sherwin-Williams and Shell Oil among other clients

COLUMBUS, Ohio – Following an exhaustive, thorough and competitive review, OhioHealth has chosen Doner as its advertising agency of record. Doner, founded in 1937 and one of the largest privately held advertising agencies in the world, will work with OhioHealth to develop integrated marketing services, including marketing strategy, branding, digital, creative, and media planning and buying.

Nationally recognized for clinical and operational excellence, OhioHealth is the largest healthcare system in central Ohio and one of the largest in the state.

“Doner’s ability to define a clear strategy and bring it to life through high-impact, integrated creative, coupled with our shared beliefs in collaboration and performance made them the right choice for this partnership,” said Sue Jablonski, senior vice president, and chief communications officer for OhioHealth. “We’re pleased to have an agency of record with such a strong understanding of our industry and are excited to work together to move the OhioHealth brand forward.”

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“Our depth of experience in the healthcare category will be an important asset as we look to further establish the OhioHealth brand in the greater Columbus marketplace,” said David DeMuth, Doner co-CEO, president. “OhioHealth is a great fit for us and our expanding list of clients in the healthcare field. The healthcare category is becoming increasingly competitive and requires greater brand differentiation and we’ll draw on our experience and our work to distinguish OhioHealth from its competitors.

Based in Southfield, Mich., with offices in Cleveland and other cities, Doner will establish a team in Columbus to provide closer contact and a more convenient working relationship with OhioHealth.

First work for the account is expected to launch this summer.

About OhioHealth

Named by FORTUNE Magazine as one of the "100 Best Companies to Work For" in 2007, 2008, 2009 and 2010. OhioHealth is a nationally recognized, not-for-profit, charitable, healthcare organization serving and supported by the community. Based in Columbus, Ohio, it is a family of 18 hospitals, 23 health and surgery centers, home-health providers, medical equipment and health service suppliers throughout a 40-county area. OhioHealth hospitals in central Ohio are Riverside Methodist Hospital, Grant Medical Center, Doctors Hospital, Grady Memorial Hospital and Dublin Methodist Hospital. For more information, please visit our website at www.ohiohealth.com.

About Doner

Doner is one of the largest independently owned advertising agencies in the world, with approximately \$1.5 billion in combined billings. Based in Southfield, Mich., the agency has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Mazda, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil and Sherwin-Williams. A full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.