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DONER ANNOUNCES NEW CREATIVE SENIOR VP
AND ADDS TO ITS BRAND LEADERSHIP STAFF

Hires Follow New Business Wins

(Southfield, Mich.) – Following recent new business wins, Doner has added three employees to its creative and brand leadership departments in its Cleveland office. They include Mark Masterson as senior VP-creative director; Julie Krebs as VP-brand leader and Kelly Flower as senior project manager.

“To raise the bar on creativity and our level of client service, we’re adding talented people that bring fresh ideas and align with our vision for the agency,” said David DeMuth, Doner, co-CEO, president.

As senior VP-creative director, Masterson will manage the creative and production departments for the office which serves new clients OhioHealth and the Northeast Ohio Affiliate of Susan G. Komen for the Cure, as well as DuPont, Arby’s and Sherwin-Williams.

Masterson brings a depth of creative experience in digital and retail activation to the agency having most recently been one of the founders of WhiteSpace, St. Louis. There, his creative expertise earned several awards for some of the world’s biggest brands, including Anheuser-Busch, Mars Petcare, St. Louis Rams and Frigidaire. His work has been recognized in the Creativity Annual, The One Show, the National Addy Awards and several regional awards. Prior to WhiteSpace he headed up creative for Coca-Cola as group creative director for Momentum, St. Louis. He also spent time at Momentum, Göteborg, Sweden working with the agency as a whole on a variety of accounts in including Nestle and Carlsburg Brewing.

Masterson received a Bachelor of Fine Arts degree in illustration and graphic design from Missouri University, Springfield, Mo.

Krebs will be responsible for the strategic leadership and management of the agency’s OhioHealth account. As a high-energy, collaborative leader, Krebs brings broad health care experience, having done work for St. Vincent Charity Hospital, Center for Bariatric Surgery, Biolitec and Medical Mutual of Ohio.

Bringing more than 15 years of experience in brand management, Krebs most recently served Liggett Stashower, Cleveland as VP-brand director where she was responsible for overseeing the agency services on the AkzoNobel, Glidden Paint and RIDGID Tools accounts.

Krebs received a Bachelor of Arts degree in communication from Bowling Green State University, Bowling Green, Ohio.

As senior project manager, Flower will be the day-to-day lead on the agency's OhioHealth account and will work out of Columbus, Ohio. Having worked on ADT, GE Lighting and DuPont for Doner, Flower is well-versed in the agency process and brings experience in brand strategy, creative development, digital and guerilla marketing, and media planning. Prior to Doner, Flower served Fusionista, Dallas as an account director where she managed the account services team working on several healthcare related accounts including The Snoring Center and Kids Dental.

Flower received a Bachelor of Science degree in journalism from Ohio University, Athens, Ohio.

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.