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DONER RECOGNIZES INTERNAL TALENT THROUGH PROMOTION

(Southfield, Mich.) – Doner has promoted several employees within its brand leadership and media teams. They are: Sara Donald, senior VP, brand leader; Mark Peine, senior VP, brand leader; Becky Benson, VP, brand leader; Teri Anderson, VP, digital strategist; Lori Friedman, VP, director of local broadcast; and Julie Thompson, VP, director of local broadcast.

“These promotions recognize a number of employees who have demonstrated a commitment to the agency and who have continuously used their insight and energy to make a positive impact on our clients’ business,” said David DeMuth, co-CEO, president, Doner.

In her new role as senior VP, brand leader, Donald will report to Monica Tysell, Doner executive VP, brand leader, and will continue to lead the agency teams for all direct response and brand efforts on the Automobile Club of Southern California (ACSC) account. In addition, she will oversee the daily operations for the insurance, automotive services, travel services, motorsports and brand product lines. In her most recent role as VP, brand leader, Donald demonstrated the ability to manage the strategic direction on the business as well as ensure flawless daily execution and management for the ACSC business.

As senior VP, brand leader, Peine will report to Pete Spender and Kevin Weinman, Doner executive VPs, brand leaders, and will be responsible for overseeing the teams on the agency’s Harman and Philips accounts as well as multiple brands for Shell including Pennzoil, Rain-X, Gumout and Black Magic. In his previous position as VP, brand leader, Peine led the efforts to reposition the Pennzoil brand and played a significant role in the growth of the agency’s business with Shell Lubricants and ADT. Peine continues to demonstrate his commitment to the agency through his contribution on new business assignments.

In the position of VP, brand leader, Benson will report to Marci Benson, Doner senior VP, brand leader, and will be responsible for the account supervision and management for the agency's ADT and Buffets, Inc., accounts. In her most recent position as brand leader, Benson has demonstrated unwavering dedication and leadership on the ADT and Buffets accounts, earning trust and adoration from her clients.

As VP, digital strategist, Anderson will report to David DeMuth, Doner co-CEO and president, and will continue to lead the strategic development of many of the interactive marketing initiatives for the agency's clients. In addition, Anderson will serve as an interactive consultant and thought leader across numerous accounts as well as new business. Most recently as digital marketing strategist, she was responsible for the digital vision for numerous interactive projects including persona interpretation, strategic direction, competitive benchmarking and success measurement.

The promotions of Lori Friedman and Julie Thompson to VP, director of local broadcast, represent their longtime commitment to the agency as well as their true leadership of the media department. As local broadcast managers, Friedman and Thompson brought extensive skill sets to the job, using their market expertise to ensure cost efficiency, extending their clients' brand through unique promotional opportunities, and forming strong relationships both with clients and the media rep community. Together, Friedman and Thompson will report to Greg Clausen, Doner executive VP, chief media officer, and will work to oversee local spot broadcast activity for all of the agency's local broadcast clients.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven

agency, Doner focuses on creating ideas that change the destiny of brands through creativity.

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