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DONER PROMOTES TWO WITHIN MEDIA DEPARTMENT
Promotions Recognize Innovative & Integrated Thinking

(Detroit) – As Doner's media department continues to emphasize innovative and integrated thinking to focus on making a positive impact on its clients' business, the agency is announcing two promotions: Bruce Haynes to the position of senior VP, strategy and activation, from VP, associate media director and Andrew Tahy to the position of VP, associate strategic leader, from associate media director.

In his new role, Haynes will be responsible for all media planning and buying for the agency's AutoTrader.com and KelleyBlueBook.com accounts, and will continue to develop and negotiate innovative and integrated media strategies and tactics for those brands as well as other agency accounts. As VP, associate strategic leader, Tahy will be responsible for using his strategic and analytical insights to enhance the integration of overall brand strategy with local promotions, traditional media added value and sponsorship activation. He will also be involved with media and strategic brand planning, leading all major projects and sponsorship initiatives for the agency's Arby's and PulteGroup accounts.

"Bruce and Andy's passion for their work is evident through their motivation to continuously think outside of the box to develop innovative media strategies," said Greg Clausen, executive VP, chief media officer, Doner. "I am confident that in their new roles, they will both continue to bring result-driven, strategic and integrated media sponsorship opportunities to our clients."

Throughout his time at Doner, Haynes has developed and negotiated national broadcast deals for numerous accounts, including AutoTrader.com, Harman, Serta, Coleman and The UPS Store. He has extensive experience across all dayparts, with an emphasis on major sports sponsorships and national cable. His buys often go beyond the traditional and include impactful, multidimensional elements such as programming entitlements; custom, integrated content; product integrations and placement; talent involvement, promotions and on-site activities. Most recently he has been responsible for long-term, 360-degree deals with the NBA on TNT and CBS SEC College Football, as well as custom integrations on top cable networks such as USA Network, FX and HGTV.

Haynes started his career at J. Walter Thompson, Detroit, as a media research analyst and then served Campbell-Ewald, Warren, Mich., working with several clients, including Chevrolet. He attained the role of VP, associate director of strategic planning, before joining Doner in 2001. Haynes received a bachelor's degree in communications from Columbia College, Chicago, and a master's degree in advertising and public relations from Michigan State University, East Lansing, Mich.

Tahy has spent over 10 years at Doner, starting with the company as an assistant media planner, working his way up the ranks to his most recent position of associate media director. During his time with the agency he has worked with such clients as La-Z-Boy Furniture, Blockbuster, Mills Corporation, PGA Tour and Detroit Kennel Club, and has spent several years as an integral part of Doner's media team working on the Arby's account. He received a bachelor's degree in political science from Michigan State University, East Lansing, Mich.

About Doner

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, Chiquita and Avery Dennison. As 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.