



FOR IMMEDIATE RELEASE

RJ Palmer Keeps the Momentum Going With New CMO

New York, NY – January 17, 2012 – RJ Palmer has hired Chris Boak as its first Chief Marketing Officer. He will oversee the marketing and business development initiatives of RJ Palmer.

Chris will be based at RJ Palmer’s headquarters in New York. RJ Palmer, an \$800 million media planning and buying agency with offices in Boston and Atlanta was recently acquired by MDC Partners.

Previously Chris was Director of Business Development, North America at Cheil Worldwide. He has worked at some of the most creative advertising agencies including Cliff Freeman & Partners and Ammirati & Puris.

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RJ Palmer is a full service advertising agency headquartered in New York City with billings in excess of \$800 million. It is a subsidiary of holding company, MDC Partners. Palmer provides strategic insights, TV, Print, OOH, Radio and Online media planning and buying as well as Corporate Barter and Branded Entertainment. The website is www.rjpalmer.com.

Contact: Marguerite Brophy Cassell, 917-344-5306, mbrophy@rjpalmer.com