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**Crispin Porter + Bogusky officially opens in Europe**  
***Acquires Digital Agency, Daddy***

**Miami/Boulder**– Crispin Porter + Bogusky (CP+B), an MDC Partners firm, announced today that they are expanding their European base of operations with the acquisition of renowned Swedish digital agency, Daddy. Currently CP+B has service offices in London, Spain and Germany but will now count Gothenburg, Sweden as its first creative hub and factory within Europe. This is a true launch of CP+B Europe with Gothenburg as the center of European operations. The move strengthens CP+B's global presence and allows them to better serve their current global clients Burger King and Microsoft as well as pursue new business with global demands.

"We have been privileged to work globally with Burger King, Microsoft and others over the years and the addition of a creative factory in Europe will further contribute to our momentum in these markets. Daddy feels like the perfect foundation on which we can grow. Our cultures are similar and they are eager to help us build our vision of a CP+B factory in Europe," said Jeff Hicks, CEO, CP+B.

Founded in 2000 and based in Gothenburg, Daddy has gained global recognition for their innovative approach to interactive design and development. The firm specializes in interactive brand building and business development, visual identity creation and digital strategies. Their high profile client list includes Scania, Ciba Vision, Heinz, SAS, Philips, Capio, TeliaSonera and Autodesk.

"We believe that digital is at the center of everything going forward," said Alex Bogusky, Co-Chairman, CP+B. "We've made digital the focus of our US business and with the acquisition of daddy, it will now be the center of CP+B Europe as well. We've worked with daddy a bunch over the past three years and are continually amazed at how smart they are.

"CP+B goes way beyond what most agencies consider being advertising. Business and product development is a great part of their delivery and we feel we share that philosophy with them", said Jonas Hedebäck, CEO and founding partner, Daddy.

"There is really only one agency in the world we can imagine being a part of. That agency is CP+B." said Gustav Martner, Executive Creative Director and founding partner, Daddy.

**About CP+B**

Based in Boulder and Miami, Crispin Porter + Bogusky, a member of the MDC Partners network, has a client list that includes Burger King, Microsoft, Volkswagen, Domino's Pizza, Best Buy, Coke Zero, Guitar Hero and Geek Squad. The agency has the unprecedented distinction of winning the Grand Prix at the Cannes International Advertising Festival in five separate categories – Sales Promotion, Media, Cyber, Titanium and the coveted Film category. This year in an amazing run, the agency was named Agency of the Year by Advertising Age, Adweek and Creativity magazine. Prior to this, CP+B had been named Agency of the Year nine times in the trade press, as well as twice being named Interactive Agency of the Year at Cannes. Their work has been profiled in *The New York Times*, *The Wall Street Journal*, *USA Today*, *Business Week*, *Forbes*, *Fast Company*, *Time*, *Newsweek*, *Advertising Age*, *Creativity* and *Archive*.