



FATHOM COMMUNICATIONS
PRESS RELEASE

FATHOM EXPANDS CAPABILITIES WITH NEW ENTERTAINMENT PRACTICE

HIRES 20-YEAR ENTERTAINMENT INDUSTRY VET, MARCUS PETERZELL

NEW YORK, NY, April 28, 2009 – Fathom Communications announced today the formation of a new practice focused on branded entertainment, partnership marketing, content acquisition and new media consulting.

Leading Fathom's new practice will be Marcus Peterzell who, through a 20-year career in the entertainment industry, has become a leader in the increasingly popular branded entertainment field.

Peterzell will hold the title of Managing Director of Engagement and Entertainment Marketing at Fathom and will be responsible for building on Fathom's existing core competencies comprised of advertising, direct marketing, digital, event and non-traditional marketing. He will be based in Fathom's New York office.

Prior to joining Fathom, Peterzell held a similar post at Omnicom's GMR Entertainment, (formerly AWE) which grew substantially under his leadership of the past five years.

"Entertainment marketing is an area more and more marketers are looking to add to their playbook as it presents new, exciting, cost-efficient and highly measurable ways for brands to touch consumers," says Tres McCullough, Fathom's co-founder. "This is an area where we've had initial success on behalf of our clients and feel that now is the time to invest more deeply in it by bringing on a proven leader in the category like Marcus," adds McCullough.

Fathom's previous experience in the entertainment marketing and original content creation space includes the highly successful LG "National Texter Championship" program which enters its third year in 2009 and "Drive & Deliver," the One Show award-winning documentary film on the life of long haul truckers for Navistar in 2008.

About Fathom Communications

Fathom is a full service marketing agency launched in 2001 in New York by a pair of advertising executives - Peter Groome and Tres McCullough - who shared a unique vision; to create an alternative marketing practice that would act as a “go-to” and “hands-on” business partner to brands. Starting with just three people and two desks on Madison Ave., Fathom has grown to over 50 employees and two full-service offices. The Chicago office opened in 2006. Fathom Communications is part of the Diversified Agency Services division of Omnicom Group, Inc. NYSE: OMC. For more information, visit www.fathomcommunications.com.

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