



DENTSU NETWORK WEST

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NEWS RELEASE

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ADVERTISING AGENCY ML ROGERS JOINS DENTSU NETWORK WEST

To Merge With Dentsu America Under New Leadership

NEW YORK, NY - January 9, 2011 --- [Dentsu Network West](#) (DNW), the collaborative network of companies spanning the western hemisphere under Dentsu Inc., Japan, announced today the acquisition of New York-based creative advertising agency, [ML Rogers](#); a deal that will officially merge the shop with Dentsu's US flagship, [Dentsu America](#), also based in New York. Both shops will function as one under the Dentsu America name.

Effective immediately, **David Cameron**, who for the last two years served as Chief of Strategic Development for DNW, helping to grow its operations in North America, Europe and Latin America, will take on the role of **CEO** for the newly merged entity of **Dentsu America**. Prior to his Network role, David spent seven years at the fast-growing DNW shop, mcgarrybowen, during which time he founded their branding practice and managed the NY office. Before that, he was with DDB in San Francisco and JWT in New York and San Francisco.

Mike Rogers, President of ML Rogers, will join as **Vice Chairman** of **Dentsu America**; while Dentsu America President, **Doug Fidoten**, will add a DNW role, becoming the Network's first **Global Client Leader**, with a focus on the *Canon* relationship.

The alignment of ML Rogers and Dentsu America arose from recent collaboration on work for [The Scotts Miracle-Gro Company](#), which awarded its digital AOR duties to Dentsu America in September 2011, following a formal competitive review. ML Rogers has held traditional creative and strategic duties on *The Scotts Miracle-Gro Co.* business since opening its doors in 2004.

"In recent years Dentsu has established a solid record of identifying capital investments that then trigger post-investment organic growth. The investment in ML Rogers follows that same formula," explains **Tim Andree**, **CEO of Dentsu Network West**. "It starts with identifying benefits to clients, and in this case ML Rogers and Dentsu America already have been collaborating for months on the Scotts business. The shops' great chemistry, shared

vision and values have led to our investment and the merger. I am very proud that they have chosen to join Dentsu."

Regarding David Cameron's new assignment, Andree states, "David Cameron worked for seven years at the side of the legendary John McGarry and has spent the past two years soaking up Dentsu's DNA and building solid relationships across our network. I am excited about the future of this agency with someone of David's extraordinary talent, capability and character at the helm."

ML Rogers brings to Dentsu America 18 full-time employees and an estimated \$100mm in annual billings from a roster of AOR clients that includes: *Blistex, Checkers/Rally's, Odor Eaters, Ortho, Scotts Miracle-Gro, Stridex* and *Wall Street Access*. The shop also does ongoing project work for *Moët Hennessey*, and European packaged goods company, *Chipita*.

ML Rogers President, Mike Rogers remarks, "By merging with Dentsu America we are able to offer our clients a dynamic, fully-integrated, and more digitally-focused agency resource. All of us at MLR are extremely excited about the potential and possibilities this new partnership brings to our clients. Our core values align with those of Dentsu America and the larger Dentsu network, making this an excellent fit."

About Dentsu America

Dentsu America is the award-winning, full-service US flagship of Dentsu, the world's largest advertising agency brand. With offices in New York and Los Angeles, Dentsu America is focused on delivering innovative solutions for innovative clients including: *Bandai Toys, Uniqlo, Canon U.S.A., American Licorice* and *Toyota Motor North America*. For more information visit: <http://www.dentsuamerica.com>.

About Dentsu Network West

Dentsu Network West is a dynamic, collaborative collective of Dentsu-owned companies in North America, Latin America, Europe and Australia, comprising 38 offices in 11 countries. Its operating companies include eight Dentsu offices as well as the world-class additions of **360i, ATTIK, mcgarrybowen, Firstborn** and **Steak**. Dentsu Network West's mission is to connect all of the future-obsessed, client-centric, entrepreneurial talent of the Network in service of its clients' businesses. Dentsu Network West is headquartered in New York, currently with regional hubs in London and São Paulo. For more information, go to: <http://www.dentsunetwork.com>.

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