



Representative Vell Placement

ADAM TURINAS VP & MD, NEW YORK

NEW YORK- Organic, Inc., a leading web development and marketing services firm, announced today the appointment of Adam Turinas to the Vice President and Managing Director of the New York office. Adam will oversee all sales and operational duties in New York. Adam has over 18 years of marketing consulting, advertising, branding, interactive marketing, and international leadership experience at Viant, Grey Interactive, Ogilvy & Mather, and DMB&B.

Welcoming Adam to Organic, Mark Kingdon, Organic CEO said, "We are delighted that Adam has joined the Organic team. He has just the right balance of industry knowledge, business development, and operational skills to effectively lead our New York office -- the center of our retail practice--to the next level of growth and achievement."

"This is a fantastic opportunity. Organic is an exceptional firm that is well positioned to take advantage of the market resurgence in interactive thanks to the quality of its people and the strength of its client relationships," said Adam Turinas. "I am very excited to be joining Mark and a highly talented New York team."

Adam's impressive career includes running a boutique IT marketing consultancy that focused on increasing marketing effectiveness through CRM, targeting, campaign planning, and eMarketing for clients such as Cisco and Microsoft. Before that, Adam was the General Manager of Viant London and Senior Client Partner. In this role, Adam was responsible for business development, relationship management, project execution, and operations at that office. He also led the Consumer Goods and Retail Practice in the UK. Prior to moving to London, Adam was a Client Partner at Viant New York, working with clients such as American Express, Radio Shack, Sears, and CMGi. Adam started in interactive marketing in 1995, joining Grey Interactive as an Account Director. His clients included Dell Computer, Sprint, AT&T, Lexmark Pharmacia & Upjohn, and Hasbro. He also held account leadership positions at Ogilvy & Mather and DMB&B.

About Organic, Inc.

Organic, Inc. is a leading web development and marketing services firm that helps clients build high value relationships with their customers by creating exceptional online experiences. With offices in San Francisco, Detroit, Toronto, and New York, Organic provides a broad range of innovative branding, strategy, creative, and technology services for Global 1000 clients including Chrysler Group, Reebok, Sprint, Washington Mutual, Tommy Hilfiger, Intuit, and CIBC. Established in 1993, Organic is a subsidiary of Omnicom Group (NYSE: OMC), a Fortune 500 global marketing and communications company. For more information, please visit www.organic.com.

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