

Second Wind Cited as One of the Leading Advertising Networks in the World 1st in Number
of Members Worldwide with 813 • 1st in Members' Revenue with 1.5 Billion

Advertising Age[®]

INDEPENDENT AGENCY NETWORKS

Shown by worldwide revenue from member agencies

NETWORK	HEADQUARTERS	WORLDWIDE REVENUE		U.S. REVENUE		WORLDWIDE AGENCIES
		2005	% CHG	2005	% CHG	
AMIN	Viola, Kan.	\$326.8	3.1	\$209.2	NA	55
ComVort Group	Barcelona	375.7	55.8	16.2	11.7	101
e3	St-Genesius-Rode, Belgium	50.0	0.0	NA	NA	18
ICOM	Rollinsville, Colo.	252.0	5.0	173.9	6.5	77
IN	London	389.0	8.4	119.4	33.1	96
INBA	Geneva, Switzerland	75.0	2.7	29.3	5.4	19
Interpartners Communications	Brussels	95.0	0.0	NA	NA	30
MAGNET	Pittsburgh	278.5	0.1	239.5	-3.3	37
Second Wind Network	Wyomissing, Pa.	1,490.0	-6.9	1,460.0	-7.8	813
T-CAAN	Toronto	60.0	2.6	NA	NA	28
Worldwide Partners	Aurora, Colo.	444.6	-12.6	271.2	-16.7	74

Notes: Figures are in millions of dollars. Indie networks adopt the premise that the world is local and advertisers are best served by local, entrepreneurial agencies. The most common model of operation is a network run by a fee-supported secretariat that develops services to aid member agencies. Networks often send a set of agencies to pitch against multinational agencies for accounts. Indie networks in 2005 recorded estimated worldwide revenue of \$3.84 billion, flat with 2004. U.S. revenue accounted for \$2.52 billion of that, down 5.4%.