

Interbrand Appoints Tim Newby as Chief Executive Officer of BrandWizard

New York, NY (8 April 2013) – Interbrand, the world’s leading brand consultancy, announced today that Tim Newby has been named Chief Executive Officer of BrandWizard, the digital arm of Interbrand that combines brand and Digital Asset Management (DAM) to bring technology solutions to brand management challenges.

Newby will be based in BrandWizard’s New York office and will report to Lee Carpenter, Interbrand’s North American CEO and Jez Frampton, Interbrand’s Global CEO.

Most recently, Newby was Chief Operating Officer of MarketForward, a Publicis Groupe owned company that provides customizable digital brand management tools and strategic consulting services. Newby joined MarketForward in 2004 and oversaw efforts for many of its prominent clients, including P&G, Citibank, Coca Cola, and McDonald’s. During his tenure, Newby led the worldwide operations of BrandGuard, the company’s core enterprise-level digital management tool.

Prior to his role at MarketForward, Newby held senior leadership positions at several top advertising and technology innovation agencies where he managed global teams across key offers and services spanning sales, strategy, account management, and technical support. He has also held senior Partner positions at OgilvyOne Worldwide and marchFirst, formerly Whittman-Hart.

“Tim brings the unique combination of business and technological acumen that is required to lead a company like BrandWizard,” said Jez Frampton, Interbrand’s Global Chief Executive Officer. “I have the utmost confidence that with his successful track record developing and growing client relationships and developing innovative technological solutions, he will prove to be a vital asset to the firm and set the stage for the next phase of BrandWizard’s growth.”

Newby succeeds BrandWizard CEO Robin Rusch, who also founded Brandchannel.com, Interbrand’s award-winning news resource that covers brands and marketing.

Newby holds an MS in Communications Systems from Northwestern University and a BA in Public Relations from Illinois State University.

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About Interbrand

Founded in 1974, Interbrand is one of the world’s largest branding consultancies. With nearly 40 offices in 29 countries, Interbrand’s combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world’s most valuable

brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, visit interbrand.com.

About BrandWizard

Acting as the digital arm of Interbrand Corporation since 1998, BrandWizard combines branding and Digital Asset Management (DAM) to bring technology solutions to brand management challenges. While DAM is certainly not a new concept, we believe it is evolving from basic storage space for brand guidelines to elements to collaborative marketing workspaces. As the leading provider of brand management platforms, BrandWizard is on the forefront of this shift in the market. For the past 15 years, BrandWizard has built customized brand portal solutions for global and multi-brand organizations. Our extensive experience informs our best-in-class core offering: an off-the-shelf Brand Center built with your primary requirements in mind.

For more information please contact:

Lindsay Beltzer

Senior Associate, Global Marketing & Communications

212-798-7786

Lindsay.Beltzer@interbrand.com