



**Omnicom Group Selects Carixa Credit Management Platform
for its 1,000 agencies worldwide.**

S. Plainfield, NJ July 1, 2014 - Smyyth Technology LLC, a leader in credit and accounts receivable technology and one of the Smyyth family of companies, announces that Omnicom Group, a leading advertising and communications company, has implemented the Carixa Credit Management Platform for global credit management.

Karen Turner, Treasury Manager at Omnicom Capital Inc. stated that

"Omnicom is one of the leading global advertising and marketing communications companies, with 1,000 agencies around the world. We needed to insure, particularly for global clients, consistency and visibility into our global credit risk management processes. We chose the Smyyth Carixa™ credit management platform as our solution because of its powerful seamless workflow, collaboration, controls, reporting, and scalability for 1,500 users around the world. In addition, Carixa's easy integration with our financial systems brought our worldwide companies under one best-in-class methodology. We can now aggregate credit information and metrics and monitor credit risk on corporate, divisional, regional and local levels with management alerts based on flexible criteria."

Kristen Metzger, CEO of Smyyth, stated

"We are delighted that, after a lengthy due diligence process, Carixa has been chosen by Omnicom Group as its worldwide credit management platform. Omnicom is a worldwide leader in advertising and marketing, and we are very proud of this association."

Omnicom Group Inc.

Omnicom Group Inc. (NYSE: OMC) is a leading global advertising and marketing communications services company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services. As a strategic holding company, Omnicom manages a portfolio of global market leaders comprised of three global advertising agency networks, BBDO, DDB and TBWA; numerous leading national advertising agencies; a global network of more than 175 marketing services companies; and a media group, Omnicom Media Group, that includes two of the world's premier providers of media planning and buying services. Our companies offer services in over 30 marketing communications disciplines across more than 200 strategic brand platforms.

About Smyyth and Carixa

Smyyth provides world class Credit-to-Cash services and SaaS technology to manage credit risk, and optimize cash flow and profits using best practices for credit, accounts receivable, collections and deduction management. Smyyth technology and services are built on Six Sigma principles and are SSAE16 compliant. Carixa is an end-to-end credit-to-cash system for mid and large enterprises including high-performance "bolt ons" for specific needs. Carixa is an exceptional solution for credit, collection, deduction and accounts receivable management that manages risk, optimizes cash flow, and slashes overhead.

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