



THE INTERPUBLIC GROUP OF COMPANIES, INC.

WORLDWIDE ADVERTISING AND MARKETING COMMUNICATIONS  
1271 Avenue of the Americas, New York, N.Y. 10020

**FOR IMMEDIATE RELEASE**

**INTERPUBLIC AND BANK OF AMERICA ASSIGN ADVERTISING  
RESPONSIBILITIES TO DEUTSCH AND GOTHAM**

**Interpublic Adds Assignments for Bank of America  
Global Corporate Investment Bank and as Media Agency of Record**

**NEW YORK , NY (February 13, 2003)**– The Interpublic Group (NYSE:IPG) announced today that it had named Deutsch to develop consumer and brand creative for its Bank of America client. These duties had previously been handled by another Interpublic agency, Bozell. Deutsch will also add a new assignment as the bank's media agency of record responsible for both traditional and online media. Starcom MediaVest, a subsidiary of Publicis, had previously served as lead agency for traditional media.

Separately, Interpublic announced that it had been awarded two new Bank of America assignments. Advertising for the client's wealth management sectors, specifically Asset Management Group and Premier Banking, and business-to-business sectors, specifically Global Corporate Investment Bank and Commercial Banking, will be handled by the Gotham agency.

The combined assignments will support the nation's largest financial services network, which includes approximately 4,400 domestic offices and 13,000 ATMs, as well as 30 international offices serving clients in more than 150 countries, and an Internet Web site that provides online banking access to 4 million active users. Additionally, the bank's Global Corporate and Investment Banking group provides investment banking, trade finance, treasury management, capital markets, leasing, and financial advisory services to domestic and international corporations, financial institutions and government entities.

Interpublic initially was awarded the consolidated Bank of America account in October of 2002 by configuring a customized network of marketing services companies to deliver against the bank's ambitious goal of developing a single integrated communications platform to support all of its brand activities.

"We have been thrilled with the strategic and creative brilliance of the entire Interpublic team. These new assignments will accelerate and further integrate the communications strategy that we set out to achieve when we announced the selection of Interpublic as our holding company of record", said Catherine P. Bessant, Chief Marketing Officer at Bank of America. "We look forward to harnessing the creative firepower that Deutsch



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and Gotham will contribute to our efforts in achieving a unified brand voice.”

Bruce Nelson, Executive Vice President and Chief Marketing Officer at Interpublic, added, “We are excited by the speed at which we’ve been able to move with the bank, across its multiple lines of business, to execute on its management’s vision of a seamless marketing voice. We are currently working with over a dozen Interpublic companies to integrate these messages into every facet of Bank of America’s marketing communications.”

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#### About Interpublic

The Interpublic Group is among the world’s largest advertising and marketing organizations. Its four global operating groups are the McCann-Erickson WorldGroup, the Partnership, FCB Group, and Interpublic Sports and Entertainment Group. Major brands include Draft Worldwide, Foote Cone & Belding Worldwide, Golin/Harris, NFO WorldGroup, Initiative Media, Lowe & Partners Worldwide, McCann-Erickson, Octagon, Universal McCann and Weber Shandwick.

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