



November 9, 2009

Michigan Department of Labor & Economic Growth
Workforce Transition Unit
5th Floor - Victor Office Center
201 North Washington Square
Lansing, Michigan 48913

Re: Notice Pursuant to the Worker Adjustment
and Retraining Notification Act

To Whom it May Concern:

BBDO Detroit, located at 880 W Long Lake Rd., Troy, MI 48098, is expected to close and terminate its entire workforce. While an exact date has not yet been established for this closure, the majority of the terminations are expected to occur on January 29, 2010. While we expect the facility closing to be permanent, a group of employees may be requested to stay beyond January 29, 2010 to assist with the closing of the facility. We expect those remaining employees will be terminated no later than May 31, 2010.

Notwithstanding the above, if any prospective business is obtained, the closing in its entirety may not occur, and a group of employees may be requested to stay beyond January 29, 2010 to service the new business.

Any employee remaining employed beyond January 29, 2010 will receive at least 60 days advance notice of their specific termination dates if otherwise required by applicable law. "Bumping rights," which are inapplicable in this situation, do not exist and the affected employees are not covered under a collective bargaining agreement.

The following is a list of job titles of positions to be affected, and the number of affected employees in each job classification in the company:

TERMINATION DATE OF JANUARY 29, 2010

Brand Account Services

TITLE	COUNT
ACCOUNT EXECUTIVE	2
ACCOUNT SUPERVISOR	7
ACCT DIR, CHRYSLER COMM	1
ACCT DIR, INTERNATIONAL	1
ACCT DIR, JEEP COMM	1
ASST ACCOUNT EXECUTIVE	3
COORD, ACCOUNT	2
DIR, INTERNATIONAL	1

SR COORD, MEDIA TRAFFIC	1
SR COPYWRITER (DAA/NATL)	2
SR COPYWRITER, CRM	5
SR DESIGNER	4
SR SPEC, ART BUYING	1
SR SPEC, ASSET MANAGEMENT	1
SR SPEC, PRINT PROD	5

Marketing Solutions Group

TITLE	COUNT
ACCOUNT EXECUTIVE	1
ACCOUNT SUPERVISOR	1
ACCT DIR, CROSS BRAND	1
ASST ACCOUNT EXECUTIVE	1
BSR	2
COORD, ACCOUNT	1
COORD, JR FLEET CONTRACT	1
DIR, CRM DATABASE MKTG	1
DIR, eSOLUTIONS	1
DIR, PROGRAM INTEGRATION	1
EXECUTIVE ASSISTANT	1
LEAD, EDIRECT SVCS	1
LEAD, MARKETING PORTAL SOL	1
MGR, BUSINESS INTELLIGENCE	1
MGR, CAMPAIGN AUTOMATION	1
MGR, CHRYSLER COMM	1
MGR, CRM INFRA, EVOL, PROG DVL	1
MGR, CROSS BRAND	1
SR CAMPAIGN SPEC, AUTOMATION	3
SR CAMPAIGN SPECIALIST, DESIGN	2
SR LEAD, PROGRAM INTEGRATION	3
SR LEAD, TARGETING & DATA MGMT	1
SR MGR, BRAND PROGRAMS	1
SR MGR, BUSINESS TO BUSINESS	1
SR MGR, EDIRECT	1
SR MGR, ONLINE DIALOGUE	1
SR SPEC, BUSINESS TO BUSINESS	1
SR SPEC, DATA RESOURCES	2
SR SPEC, DIRECT & DIGITAL SVCS	1
SR SPEC, MARKETING PORTAL SOL	2
SUPV, BUSINESS TO BUSINESS	2
SUPV, BRAND PROGRAMS	1

MGR, INTERN'L MKTG SVCS	1
MGR, RETAIL MARKETING GROUP	1
MGR, RPS ACCOUNT	1
SPEC, ASSET MANAGEMENT	1
SR ACCOUNT EXECUTIVE	8
SR ADMINISTRATIVE ASSISTANT	2
SR ART DIRECTOR	1
SR COPYWRITER	4
SR FIELD ADMINISTRATOR	6
SR MGR, RETAIL PERF SOLUTIONS	3
SR SPEC, INTERACTIVE DESIGN	1
SR SPEC, LOGISTICS	1
SUPV, REGIONAL DAA	1

Strategy

TITLE	COUNT
PLANNER	2
SR ANALYST, RESEARCH	1

TERMINATION DATE OF FEBRUARY 5, 2010

Brand Account Services

TITLE	COUNT
EXEC DIR, INTL/CRM-EVENTS	1
SR MGR, DODGE TRUCK	1

Creative

TITLE	COUNT
SR ART DIRECTOR, CRM	1

Marketing Solutions Group

TITLE	COUNT
MGR, MARKETING PORTAL SOL	1
SUPV, BRAND PROGRAMS	1

Retail Account Services

TITLE	COUNT
MGR, RPS CREATIVE	1
SR ACCOUNT EXECUTIVE	1
SR FIELD ADMINISTRATOR	1
SR MGR, RETAIL PERF SOLUTIONS	1
SR SPEC, LOGISTICS	1

TERMINATION DATE OF FEBRUARY 19, 2010

Creative

TITLE	COUNT
ASSOC CREATIVE DIR, ART(NATL)	1
ASSOC CREATIVE DIR, COPY(DAA)	1
CREATIVE DIR, BROADCAST PROD	1
DIR, CREATIVE SERVICES	1
MGR, BROADCAST BUSINESS	1

Marketing Solutions Group

TITLE	COUNT
ACCT DIR, RETAIL MKTG GROUP	1
SR SPEC, DIRECT & DIGITAL SVCS	1
SUPV, MKTG PORTAL SOLUTIONS	1

North American IT Operations

TITLE	COUNT
SPEC, OPERATIONS SUPPORT	1

Retail Account Services

TITLE	COUNT
CREATIVE DIRECTOR, RPS	1

TERMINATION DATE OF MARCH 12, 2010
Administration – Executive

TITLE	COUNT
CHIEF MKTG SOLUTIONS OFFICER	1

Brand Account Services

TITLE	COUNT
SR MGR, DODGE CAR	1

Creative

TITLE	COUNT
SR ART DIRECTOR (DAA/NATL)	1

TERMINATION DATE OF MARCH 31, 2010
Operations

TITLE	COUNT
COORD, FINANCE	1
SPEC, PAYROLL	1
SR COORD, FINANCE	1
SUPV, HUMAN RESOURCES	1

TERMINATION DATE OF APRIL 16, 2010
Creative

TITLE	COUNT
SR ART DIRECTOR, CRM	1

TERMINATION DATE OF APRIL 30, 2010
Operations

TITLE	COUNT
COORD, MAINTENANCE	1
SR MGR, FINANCE	1

Retail Account Services

TITLE	COUNT
ACCOUNT SUPERVISOR	1
SR ART DIRECTOR	1

TERMINATION DATE OF AUGUST 13, 2010

Creative

TITLE	COUNT
BUYING DIRECTOR	1
MGR, PRINT PRODUCTION	1

Retail Account Services

TITLE	COUNT
EXEC DIR, RPS	1
GROUP CREATIVE DIR, RPS	1

TERMINATION DATE OF AUGUST 27, 2010

Operations

TITLE	COUNT
DIR, FNC'L PLANNING & ANALYSIS	1

Retail Account Services

TITLE	COUNT
MGR, CJD DAA STRAT/INTREG	1

TERMINATION DATE OF SEPTEMBER 10, 2010

Retail Account Services

TITLE	COUNT
ACCOUNT SUPERVISOR	1

Creative

TITLE	COUNT
MANAGER, ASSET MANAGEMENT	1

Marketing Solutions Group

TITLE	COUNT
SR MGR, PROGRAM INTEGRATION	1

Operations

TITLE	COUNT
LEAD, FINANCE	1
SR COORD, FINANCE	1
SR MGR, FINANCIAL PLANNING	1

Retail Account Services

TITLE	COUNT
ACCOUNT SUPERVISOR	2
SR ACCOUNT EXECUTIVE	1

Please consider this letter to be an official notice pursuant to the Worker Adjustment and Retraining Notification Act ("WARN"). If you require additional information, please feel free to contact me at 248-293-4546.

Very truly yours,



Lisa Schultz
Executive Director
Corporate Relations



November 9, 2009

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Workforce Transition Unit
5th Floor - Victor Office Center
201 North Washington Square
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Marketing Solutions Group

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Strategy

TITLE	COUNT
PLANNER	2
SR ANALYST, RESEARCH	1

TERMINATION DATE OF FEBRUARY 5, 2010
Brand Account Services

TITLE	COUNT
EXEC DIR, INTL/CRM-EVENTS	1
SR MGR, DODGE TRUCK	1

Creative

TITLE	COUNT
SR ART DIRECTOR, CRM	1

Marketing Solutions Group

TITLE	COUNT
MGR, MARKETING PORTAL SOL	1
SUPV, BRAND PROGRAMS	1

Retail Account Services

TITLE	COUNT
MGR, RPS CREATIVE	1
SR ACCOUNT EXECUTIVE	1
SR FIELD ADMINISTRATOR	1
SR MGR, RETAIL PERF SOLUTIONS	1
SR SPEC, LOGISTICS	1

TERMINATION DATE OF FEBRUARY 19, 2010

Creative

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ASSOC CREATIVE DIR, ART(NATL)	1
ASSOC CREATIVE DIR, COPY(DAA)	1
CREATIVE DIR, BROADCAST PROD	1
DIR, CREATIVE SERVICES	1
MGR, BROADCAST BUSINESS	1

Marketing Solutions Group

TITLE	COUNT
ACCT DIR, RETAIL MKTG GROUP	1
SR SPEC, DIRECT & DIGITAL SVCS	1
SUPV, MKTG PORTAL SOLUTIONS	1

North American IT Operations

TITLE	COUNT
SPEC, OPERATIONS SUPPORT	1

Retail Account Services

TITLE	COUNT
CREATIVE DIRECTOR, RPS	1

TERMINATION DATE OF MARCH 12, 2010
Administration – Executive

TITLE	COUNT
CHIEF MKTG SOLUTIONS OFFICER	1

Brand Account Services

TITLE	COUNT
SR MGR, DODGE CAR	1

Creative

TITLE	COUNT
SR ART DIRECTOR (DAA/NATL)	1

TERMINATION DATE OF MARCH 31, 2010
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TITLE	COUNT
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TERMINATION DATE OF APRIL 16, 2010
Creative

TITLE	COUNT
SR ART DIRECTOR, CRM	1

TERMINATION DATE OF APRIL 30, 2010
Operations

TITLE	COUNT
COORD, MAINTENANCE	1
SR MGR, FINANCE	1

Retail Account Services

TITLE	COUNT
ACCOUNT SUPERVISOR	1
SR ART DIRECTOR	1

TERMINATION DATE OF AUGUST 13, 2010Creative

TITLE	COUNT
BUYING DIRECTOR	1
MGR, PRINT PRODUCTION	1

Retail Account Services

TITLE	COUNT
EXEC DIR, RPS	1
GROUP CREATIVE DIR, RPS	1

TERMINATION DATE OF AUGUST 27, 2010Operations

TITLE	COUNT
DIR, FNC'L PLANNING & ANALYSIS	1

Retail Account Services

TITLE	COUNT
MGR, CJD DAA STRAT/INTREG	1

TERMINATION DATE OF SEPTEMBER 10, 2010Retail Account Services

TITLE	COUNT
ACCOUNT SUPERVISOR	1

Creative

TITLE	COUNT
MANAGER, ASSET MANAGEMENT	1

Marketing Solutions Group

TITLE	COUNT
SR MGR, PROGRAM INTEGRATION	1

Operations

TITLE	COUNT
LEAD, FINANCE	1
SR COORD, FINANCE	1
SR MGR, FINANCIAL PLANNING	1

Retail Account Services

TITLE	COUNT
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Lisa Schultz
 Executive Director
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