

FOR IMMEDIATE RELEASE

**AMERICAN RED CROSS IN GREATER NEW YORK
PRESENTS HUMANITARIAN AWARD TO OGILVY'S BILL GRAY**

*Annual Ball Raises More Than \$1.5 Million
To Provide Services And Programs For New Yorkers*

New York -- April 3, 2008 -- At its annual New York Red Cross Ball, the American Red Cross in Greater New York presented its 2008 humanitarian award to Bill Gray, Co-CEO of Ogilvy North America. For the past six years, Mr. Gray has served as the organization's chairman of the board of trustees, helping expand and grow the Red Cross mission in New York during a critical time in its history. Mr. Gray was instrumental in the chapter's 2007 move to new headquarters on West 49th Street in Manhattan and helped focus efforts on emergency preparedness and safety education, responding to disasters and volunteer recruitment.

"Bill has been an inspiration to our employees and volunteers as he has helped us expand community preparedness and assess our readiness to respond to the eight to 10 emergencies that occur here every day while preparing to provide critical humanitarian care should a catastrophic event occur in our region," noted Theresa A. Bischoff, CEO, American Red Cross in Greater New York. "His contributions to our organization truly embody the humanitarian ideals of the Red Cross."

The American Red Cross in Greater New York annually recognizes a member of the New York community for outstanding service. Past recipients have included President William Jefferson Clinton, Senator Elizabeth Dole, Brooke Astor, Princess Yasmin Aga Khan, Dina Merrill and Alice Tully. The 2008 New York Red Cross Ball raised more than \$1.5 million that will be used by the chapter to help it provide services and programs for the residents of New York City and the counties of Orange, Putnam, Rockland and Sullivan. These funds comprise a small percentage of the resources required by the chapter to provide humanitarian care after disasters, emergency preparedness programs and classes in first aid, CPR and lifeguard training.

Mr. Gray joined Ogilvy New York 30 years ago. He was named President of Ogilvy New York in 1997 and was named Co-CEO of Ogilvy North America in 2005. He has been a member of the agency's worldwide board since 2004. In addition to his role with The American Red Cross of Great New York, he has served on the board of the AAAAs (Association of American Advertising Agencies) and the Ad Council and is a member of the National Advertising Review Board. He is also a trustee of the New York Public Library. In his hometown of Southport, Connecticut, Mr. Gray is on the board of the Wakeman Boys & Girls Club. In 2006, he became an independent director of the Century Funds, the oldest mutual fund in America. Mr. Gray received his B.A. from Harvard and his M.B.A. from the University of Virginia.

The American Red Cross in Greater New York is a key humanitarian partner and a vital participant in New York's plans and programs to help the nine million people in New York City and Orange, Putnam, Rockland and Sullivan counties prevent, prepare for and respond to emergencies. The chapter provides immediate aid to more than 100,000 people affected by 3,000 emergencies a year, including fires, floods, building collapses and power outages. Given the uncertainties of today's world, the chapter is accelerating its collaboration with partner agencies to develop and implement readiness plans to respond to major natural and man-made disasters. The chapter also helps New York residents and businesses prepare for emergencies by offering hundreds of courses in first aid, CPR and aquatics and free emergency preparedness training programs and resources. For more information, call 1-877 REDCROSS (1-877-733-2767), or visit www.nyredcross.org.

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