

ASSEMBLY NAMED TO AD AGE'S 2018 AGENCY A-LIST AS MEDIA AGENCY OF THE YEAR

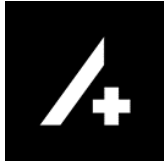
-- Named to Annual List of Most Prestigious Marketing Agencies --

-- Strong Financial Performance and Leadership on Digital Transparency Cited --

February 19, 2018 – New York, NY – Assembly, MDC Media Partners flagship full-service media is proud to announce that it has been selected to *Advertising Age's* prestigious 2018 Agency A-List. Specifically, Assembly was named *Advertising Age's 2018 Media Agency of the Year* after a review and selection by their editorial team. The A-List is an annual compilation of the most innovative, impactful and top performing agencies from across the marketing and advertising landscape and places Assembly at the pinnacle of the industry's top firms.

“As we're about to mark our four-year anniversary -- it's difficult to overstate how Assembly's rise has exceeded even our highest expectations,” said Martin Cass CEO of Assembly. “We're honored to be selected for the A-List as Media Agency of the Year and delighted Ad Age's editorial team recognized our strong performance on behalf of our clients.”

Assembly which will celebrate its fourth anniversary in March, was selected based on several factors notably our industry leadership and commitment to full and unfettered digital transparency. In December of 2017, Assembly became the first and only media firm to partner with leading independent programmatic media intelligence company AD/FIN to provide client's full access to their trading data. In addition, Assembly was cited for its strong data and technology investments including our CORTEX platform which had significant impacts on client performance. Assembly's own financial performance was cited, with wins of new business including Boehringer Ingelheim, Belkin Consumer Electronics and Transamerica, as well as gaining full oversight of the Red Robin account. The agency also had a strong organic growth year including opening its new Century City office in Los Angeles for a nearly 80-person staff and upgrades to both its Detroit and New York locations.



This is the second agency honor Assembly has received in the past six months. In November 2017 the firm was named Programmatic Agency of the Year at the General Audience Buying Conference (GABBCON).

About Assembly

Assembly is a modern media agency with sophisticated data and technology at its core designed to deliver brands unmatched strategy, performance and innovative solutions. Assembly is MDC Media Partners full-service media agency backed by the creative heritage of parent company MDC Partners (NASDAQ: MDCA). Assembly manages a roster of premium brands with offices in markets including New York, Los Angeles, Detroit and Austin, Texas.

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