

TO BE REPRINTED ON FCB LETTERHEAD

November 3, 2006

BY FEDERAL EXPRESS

United States Department of Homeland Security
U.S. Citizenship & Immigration Services
Vermont Service Center
Premium Processing Unit
30 Houghton Street
St. Albans, VT 05478

**Re: PREMIUM PROCESSING OF: I-129 O-1 petition of FCB
Worldwide Inc. filed on behalf of Markus WINKLER, an alien
of extraordinary ability in the artistic field of Design**

Dear Sir/Madam:

We write in support of our petition to accord O-1 status to Markus Winkler, who enjoys international acclaim in the highly competitive field of design. We wish for Mr. Winkler to serve as a Designer for our advertising agency. Among his many accomplishments that established him as one of the finest Designers in the industry (and that have established his reputation for excellence), **Mr. Winkler has won several international and national awards for excellence, has played a lead role for establishments with distinguished reputations (including FCBi Vienna and Wunderman), has received accolades in the press, has achieved tremendous success for the clients for whom he has worked, has received recognition from his peers for his excellence, has served as judge of the work of others in his field, and is a member of an organization with competitive membership criteria.**

THE PETITIONER

FCB Worldwide Inc. (“FCB”) (formerly Foote, Cone & Belding) is a full service advertising agency headquartered in New York City, the advertising capital of the world, and has offices throughout the United States, including Chicago, San Francisco, and Seattle. Established in 1873, we have over 5,000 employees and enjoyed gross billings of over \$7 billion last year. We offer our clients a broad range of fully integrated communications services, including advertising, direct, digital, field service marketing, event marketing, and sports marketing. Our distinguished list of clients includes Diet Coke, Kraft, Nabisco, MetLife, Merck and Motorola. FCBi is the interactive, direct, and customer relationship marketing (CRM) unit of FCB. FCB is a subsidiary of The Interpublic Group of Companies, Inc.

The Interpublic Group of Companies, Inc. (“Interpublic”) is one of the largest organizations of communications services and advertising agencies in the world. Interpublic provides clients with customer driven insights, strategic communications programs, and other marketing services that help them build the demand side of their businesses. In addition to FCB, the Interpublic family includes numerous prestigious advertising agencies, including Lowe & Partners Worldwide, McCann-Erickson, Weber Shandwick and Deutsch. Interpublic employs more than 40,000 persons and operates offices in over 130 countries. We annex (Exhibit A) Interpublic’s 2005 annual report, which provides further details regarding its worldwide operations.

THE O-1 POSITION OFFERED

We wish for Mr. Winkler to serve as our Designer in our FCBI division with full creative and artistic authority over several of our most important clients (which will generate millions of dollars in gross billings each year). Specifically, he will design interactive websites and advertising, focusing on the visual, artistic, and creative elements. He will work closely with Art Directors, Copywriters, other Designers, and Project Managers and Developers, to ensure that design projects serve the needs of clients and are executed on time. Mr. Winkler will use computer-aided design tools to create web pages, microsites, and online advertising campaigns.

We require the services of a Designer of extraordinary ability, as we are one of the most prestigious advertising agencies in the world, and our clients expect that we employ the industry’s leaders – the best of the best. We must at all times ensure that our reputation for excellence is enhanced, strengthened, and protected. First impressions are absolutely critical in the advertising industry, which is why the artistic and creative elements of our advertisements are vital to the campaigns that we develop.

MARKUS WINKLER QUALIFIES AS AN ALIEN OF EXTRAORDINARY ABILITY BASED ON HIS SATISFYING THE STANDARDS LISTED IN 8 C.F.R. §214.2(o)(3)(iv)

Markus Winkler is one of the world’s premier designers. He has achieved national and international recognition of his work in books, on television, and in industry periodicals; he has played critical roles for organizations with distinguished reputations; he has received nationally and internationally recognized awards for excellence; he has a record of major commercial successes; he has served as a judge of the work of others in his field; he belongs to an organization with competitive membership criteria; and he has received significant recognition for his achievements from established experts in his field. Acknowledged by his colleagues as an individual of outstanding and superior ability, it is clear that Markus Winkler qualifies as an individual of extraordinary ability in the advertising field of design, under the regulatory standards set forth in 8 C.F.R. §214.2(o)(3)(iv).

**MARKUS WINKLER IS THE RECIPIENT OF NATIONALLY AND
INTERNATIONALLY RECOGNIZED AWARDS FOR EXCELLENCE IN THE FIELD
OF ADVERTISING (8 C.F.R. §214.2(o)(3)(iv)(C))**

Columbus Trophies

The Columbus Trophies are awarded annually by the Direct Marketing Association Austria to recognize the strongest direct marketing campaigns of the year. Bronze, Silver, and Gold Trophies are awarded in eight industry categories. Direct marketing is an established industry employing roughly 60,000 persons and generating over 2.5 billion Euros in Austria.

Mr. Winkler's campaigns won an impressive total of four Columbus Trophies between 2003 and 2005, including the following:

- A **Gold Columbus Trophy** in the category "New Media – Applications" for his "Organisation der Reichen gegen Euromillionen" campaign for Österreichische Lotterien GmbH;
- A **Bronze Columbus Trophy** in the category "Financial Services B2B and B2C" for his "Club 500 Regatta 2005" campaign for Western Union Financial Services;
- A **Special Prize at the 2005 Columbus Awards** for the most successful Direct Mail in the international category; and
- A **Bronze Columbus Trophy** in the category "New Media – Advertising Forms" for his "Samsung CLP500" campaign for FCB Frankfurt.

We are pleased to annex Award Certificates and a posting on the Direct Marketing Association Austria's website as confirmation of these awards (Exhibit B).

Creativ Club Austria (CCA) Award "Venus"

The Creativ Club Austria (CCA) is an internationally known and independent association of the most important creative people working in the advertising industry in Austria and, to some extent, all over the world. The main aim of the CCA is to support and showcase creativity in the advertising industry in Austria. For this reason, the CCA organizes the most important creative advertising award in Austria, the "Venus." The judging takes place once a year in Vienna, and only the best creatives are selected to be jury members. Awarded campaigns are presented at an annual ceremony, showcased on the CCA website, and published in the CCA Annual, which can

be seen as the “creative bible” for people working in advertising and marketing. See annexed letter from CCA describing the Venus award (Exhibit C).

Mr. Winkler has won a total of four CCA “Venus” Awards, as follows:

- A **Gold Venus Award** in the category “WE08 Banner, Miniseries, Online Spots, etc.” for his “Zahntaxi” campaign for Topdent;
- A **Venus Certificate of Excellence** in the category “WE08 Banner, Miniseries, Online Spots, etc.” for his “Unicef/Pakistan” campaign for Unicef Austria;
- A **Venus Certificate of Excellence** in the category “NM33 New Media” for his “Mach’s Dir selbst” campaign for Steinbach Hofmann Musikproduktion OEG; and
- A **Venus Certificate of Excellence** in the category “WE08 Banner, Miniseries, Online Spots, etc.” for his “Streberpartie” campaign for Hewlett Packard Austria.

We are pleased to annex Award Certificates as confirmation of these honors (Exhibit D).

Magdalena Award

Magdalena is an international festival held in Slovenia for all creatives under the age of 30 in the public communication field, including designers, copywriters, illustrators, and directors. Magdalena recognizes responsible practices, creative communication, fresh ideas, and new strategies and media forms. The festival awards the best works in print, motion, interactive, and experimental media, and is open to authors worldwide. There are more than 15 festival awards, including Golden Heels and Golden and Silver BRAS, which represent some of the most coveted awards among young creatives in Europe.

The Magdalena 2005 competition received 645 entries from 15 countries, including Croatia, Austria, Slovenia, Bosnia and Herzegovina, Serbia and Montenegro, Poland, Italy, Ukraine, Macedonia, Romania, Hungary, France, Bulgaria, Slovak Republic, and the U.S. At this competition, **Mr. Winkler’s “Silent night mailing” received a Silver BRA in the category “Mobile advertising and communication.”** This award illustrates Mr. Winkler’s extraordinary ability, especially since there was no gold award given in this category.

The Magdalena 2006 competition received 673 entries from 15 countries, including Austria, Croatia, Bosnia and Herzegovina, Serbia and Montenegro, Macedonia, Slovenia, Italy, France, Bulgaria, Romania, Finland, and Saudi Arabia. At this competition, **Mr. Winkler’s**

“SteinHof – Entertain yourself” campaign received a Finalist Award.

We are pleased to annex Award Certificates as confirmation of these two awards (Exhibit E).

Österreichische Staatspreis for Multimedia and e-business

The “Österreichische Staatspreis for Multimedia and e-business” is the only official Austrian competition for multimedia solutions, and has been in existence since 1997. The competition is sponsored by The International Center for New Media, a non-profit headquartered in Salzburg, Austria, that organizes programs and projects for the development of New Media content and markets throughout thirty-three European countries. The competition awards products, solutions, and applications that are outstanding for their special benefits for users and their high value for businesses. The Austrian National Award is open to multimedia agencies as well as e-Business and software providers. An Innovation award, a sponsorship award, and a special award are also granted.

Mr. Winkler’s campaigns have won a total of three category awards at the Österreichische Staatspreis for Multimedia and e-business, as follows:

- A category award in 2000 for his “Sölden” project;
- A category award in 2000 for his “Mudra 3D” project; and
- A category award in 2004 for his “Ernährungsdetektive” project.

We are pleased to annex letters from the International Center for New Media confirming Mr. Winkler’s receipt of these three awards (Exhibit F).

The Golden Award of Montreux

The Golden Award of Montreux is an International Advertising and Multimedia Competition held annually in Switzerland. Awards are given for the best TV, print, web, and radio advertisements in different product and technical categories. The winners of the Golden Awards are determined by a majority vote of the jury. In 2006, the jury consisted of industry leaders from 14 countries, including CEOs of advertising agencies, creative directors, global marketing and communication managers of international companies, media designers, communications professors, and directors.

Mr. Winkler’s work received two Golden Awards of Montreux in 2004, including Gold and Finalist awards. See annexed statement of Robert Bachle, VP, Interactive Strategist at

RTCRM, confirming that Mr. Winkler “led the interactive development on an award-winning (Montreux Gold / festival) campaign for the X600 handset launch for Samsung Electronics in 2003” (Exhibit G).

T-Mobile Future Award

With the Future Award in 2002, T-Mobile Austria recognized the creative potential of contenders from the areas of school, university, new businesses and the private domain. There were two categories for submissions: applications for private customers and those for business clients. The creative applications were assessed in the first two stages by a jury of nine people: six were experienced telecom journalists, and the other three were representatives from each of the companies organizing the event. In the third and last round, judgment was left in the hands of a distinguished jury. The results of all three evaluation rounds were compiled and ultimately produced the winners.

Mr. Winkler’s team won a Bronze T-Mobile Future Award in the category of Mobile Applications (Consumer).

BEA Festival of Media Arts

The Broadcast Education Association (“BEA”) is the professional association for professors, industry professionals, and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. In 2005, BEA celebrated its 50th anniversary. The annual BEA Festival of Media Arts provides a national refereed exhibition of faculty creative activities and also showcases students’ work. Exhibition includes recognition, showcase and awards presentations. The Faculty Competition awards excellence in Audio, Documentary, Interactive Multimedia, News, Scriptwriting, and Video.

At the 2001 BEA Festival of Media Arts, Markus Winkler won a Faculty Interactive Multimedia Award in the category BEA Exceptional Merit Innovation. See annexed Award Certificate (Exhibit H) for confirmation of this honor.

In addition, Markus Winkler’s “Mudra 3D” project also won a Silver BEA Award in 2001 in the category “To Instruct.”

**MR. WINKLER HAS RECEIVED INTERNATIONAL RECOGNITION
AND BEEN PROMINENTLY FEATURED IN BOOKS, ON TELEVISION,
AND IN INDUSTRY PERIODICALS (8 C.F.R. §214.2(o)(3)(iv)(B)(2))**

Mr. Winkler and his work have received national and international recognition in the form of books, television appearances, and industry periodicals. Mr. Winkler has been the subject of media attention because of his extraordinary ability in design and the tremendous success of his advertising campaigns. We have annexed a sampling of this press:

- WWW.Animation: Animation Design for the World Wide Web, by Jane Chapman (excerpts annexed as Exhibit I), is a book that reviews the moving image on the internet, from simple animation to sophisticated programs. This book features several images from a website that Mr. Winkler created with two colleagues, testphase.at/medialab. The book discusses the DHTML and Shockwave versions of this website, and praises Mr. Winkler's work through comments such as, "We can only admire the skills and tenacity involved in producing work in this way," and "The shockwave version of digital medialab at testphase.at/medialab features a sophisticated customer interface that allows users to control experiments with bitmapped material."
- The Net Art Guide (excerpts annexed as Exhibit J) is a book showcasing the work of net artists, which it defines as artists who "work with the resources of the net, its technical characteristics; not with a brush and paint but with HTML and browsers." Published in both English and German, The Net Art Guide features 86 artists, each on a double page consisting of screenshots and other materials. The book features images from medialab 1.0, which was created entirely by Mr. Winkler. It describes Mr. Winkler's artistic focus as "redefining the ordinary in a playful manner by means of unusual destruction and recombination of various media."
- On March 24, 2000, Mr. Winkler's "Mudra 3D" project was featured on the channel ORF's show, "Modern Times," a popular weekly scientific show for over 10 years (cancelled in January 2006) that showcased the most innovative and interesting scientific projects in Austria. The channel ORF is the Austrian national broadcast association with a market share of 40 percent.
- On April 27, 2000, Mr. Winkler's "Mudra 3D" project was featured on channel 3Sat's show, "Nano," a weekly scientific show featuring the most innovative scientific projects in Europe. The channel 3Sat is broadcast via satellite to all of Europe, and specifically targets Austria, Germany, and Switzerland.
- An article entitled "X-Ray" in the May 2000 edition of *Screen Business Online* (Exhibit K) discusses the "Digital Media Lab" website created by Mr. Winkler and his two colleagues. According to the article, "The three 'animation freaks' leave us in the dark when asked if and when they will put another experiment on the web. **The wait could be worth it**" (emphasis added).

**MARKUS WINKLER HAS PLAYED CRITICAL ROLES
FOR ORGANIZATIONS WITH DISTINGUISHED REPUTATIONS
(8 C.F.R. §214.2(o)(3)(iv)(B)(3))**

Throughout his illustrious career, Mr. Winkler has played critical roles for some of the most well known and prestigious companies in Europe. His talents as a Designer have been sought after by several prominent advertising agencies in Europe, and Mr. Winkler has worked on many of these agencies' most important and lucrative advertising campaigns. We are pleased to annex a summary of Mr. Winkler's critical roles at various advertising agencies as Exhibit L. As the main creative force for many high-profile clients, Mr. Winkler is directly responsible for the great success of the products he marketed.

FCB

FCB Worldwide Inc. ("FCB") (formerly Foote, Cone & Belding) is a full service advertising agency headquartered in New York City and with offices throughout the United States, including Chicago, San Francisco, and Seattle. Established in 1873, we have over 5,000 employees and enjoyed gross billings of over \$7 billion last year. We offer our clients a broad range of fully integrated communications services, including advertising, direct, digital, field service marketing, event marketing, and sports marketing. Our distinguished list of clients includes Diet Coke, Kraft, Nabisco, MetLife, Merck and Motorola. **FCBi is the interactive, direct, and customer relationship marketing (CRM) unit of FCB.** FCB is a subsidiary of The Interpublic Group of Companies, Inc., one of the largest organizations of communications services and advertising agencies in the world.

Mr. Winkler served as a Creative Head / Creative Director at FCBi Vienna from March 2005 to July 2006. In this capacity, he provided creative vision and leadership on many of FCBi's most profitable accounts, including Samsung, Motorola, HP, Lexus, Western Union, and UNICEF. He also directed creative campaigns for prominent Austrian companies, including SteinHof (an Austrian Soundstudio), Spitz and Groebi (Austrian beverage producers), Post (the Austrian postal service), and FunderMax (the leading provider of timber and coatings in middle Europe, with a turnover of 293.5 million Euros in 2005).

Mr. Winkler played a critical role for FCBi by developing innovative and memorable campaigns that helped to strengthen the agency's relationships with important clients. For instance, Mr. Winkler provided the creative direction, art direction, and concept for Motorola's German website advertising its new Motorola Mesh handset. Mesh is a secure communication

technology for military and government use. Because Motorola was highly satisfied with the outcome of this German website, it then employed Mr. Winkler and FCBi to develop a European website for the Motorola Mesh technology. The following year, Motorola employed FCBi to develop a teaser website for its new ROKR E2 cell phone, and the resulting website was then used and adapted worldwide. Motorola's loyalty to FCBi is just one example of the critical role played by Mr. Winkler in cementing client relationships through outstanding advertising campaigns.

Dieter Weldhofer, Chief Creative Officer at FCBi Vienna, confirms (statement annexed as Exhibit M) that Mr. Winkler created stunning and groundbreaking multimedia solutions. He states,

I got to know Mr. Winkler as an extremely ambitious and cutting edge employee, who has always been looking for the best path, not only for himself but also for his colleagues. **The results of his work were very often stunning and groundbreaking solutions – for the agency as well as for the clients.** He is extremely well trained and **has a reputation as one of the best heads of the FCB Network within the area of multimedia . . .** It is very unusual to get that kind of reputation in that short time. (Emphasis added).

Bernd Fliesser is Chief Creative Officer at Wunderman Frankfurt, and formerly served as Managing Director – Creation at FCB Vienna, where he worked with Markus Winkler. Mr. Fliesser confirms (statement annexed as Exhibit N) that Mr. Winkler possesses extraordinary ability and an unusually wide range of experience as a Designer. He states,

I had the pleasure to get to know and work with Markus Winkler for 2 years. Mr. Winkler was Online Creative Director (Screen Design) during this time. I experienced him as **an extraordinary talent with an unusually wide range of experience in the screen-design field and always seeking for unique creative ways in online-technology.** At FCB he was especially engaged with the international Samsung business. Besides his exceptional talent I also noted that he proofed [sic] to be unusually well experienced in team management at his young age. (Emphasis added).

Robert Bachle is VP, Interactive Strategist at RTCRM, a relationship marketing agency based in Washington, D.C. Mr. Bachle confirms (statement annexed as Exhibit G) that Mr. Winkler's extraordinary ability was in high demand at FCBi. He states,

Markus' skill was such that my colleagues within the FCBi network essentially competed to gain his time on projects – his unique ability to leverage front-end web technologies in a rich and engaging fashion for marketing programs set him apart from his reference group. The most significant aspect to Markus' skill to me was his ability to see the application of a technology to a

design problem that was both rich and efficient, in short, **he has the ability to think like a businessman while delivering like a true artist.** (Emphasis added).

Blue C Internet GmbH

Datenwerk Kommunikations GmbH was one of Austria's first and foremost Web Design agencies from 1994 to 1998. In 1998, Datenwerk was transformed into Blue C Consulting AG through a merger with a strategy consulting company. From 2000 to 2002, Blue C was listed in the "Neuer Markt" segment of the Frankfurt Stock Exchange. The company had over 250 employees in six countries with headquarters in Vienna.

Mr. Winkler served as a Multimedia Designer and Developer / Art Direction Online at the internet arm of this company, Blue C Internet GmbH. In this capacity, he lent his design expertise and creative vision to several prominent accounts. Specifically, Mr. Winkler provided art direction and concept programming for Disney's official website for the movie "Coyote Ugly." For Red Bull, he served as Art Director and Concept Programmer for the global redbull.com website.

Peter Affenzeller is a managing partner of W&A Unternehmensberatung, a consulting company. He formerly served as a member of the Blue C Executive Board, responsible for operations and marketing (CMO). Mr. Affenzeller confirms (statement annexed as Exhibit O) that Mr. Winkler's exceptional talent helped to boost Blue C's reputation as a cutting-edge Internet company. He states,

Being responsible for interactive multimedia applications in the company's headquarters, Mr. Winkler was a major contributor almost immediately. **His exceptional talent helped the reputation of Datenwerk and later Blue C as Austria's cutting-edge Internet-company.** As leading designer and developer, Mr. Winkler was responsible for the interactive look and feel of major accounts, e.g. Red Bull's international Web-appearance. In my profession as an innovation consultant, my main task is to find and qualify excellent ideas and solutions. **In many years of business experience, I have not found another person with the ability to find and implement unique solutions, such as Mr. Winkler can do.** His exceptional talents, combined with his dedication to work, make him an extremely valuable colleague for each company. (Emphasis added).

Mag. Wolfgang Zeglovits is Managing Director of datenwerk innovationsagentur GmbH, a web consulting and direct marketing company in Vienna. Mr. Zeglovits formerly served as Head of Usability at Blue C, where he was a colleague of Mr. Winkler. Mr. Zeglovits describes (statement annexed as Exhibit P) Mr. Winkler as an extremely gifted interface-designer with exceptional skills, who devised unique and user-friendly interfaces for Blue C's clients. He states,

I worked with Mr. Winkler on projects for high profile customers, such as Red Bull, Sparkasse, and several other projects. **Repeatedly, his exceptional skills and bright ideas helped us to come up with unique and at the same time user-friendly interfaces for all our clients.** In my view, **he is an extremely gifted interface-designer . . .** In my career as a usability expert and as academic teacher, I have hardly met such an exceptionally skilled and knowledgeable interface designer. His dedication to his work, his creative talent and his willingness to invest energy and time in all his projects in order to achieve the best result possible are outstanding. To conclude, **hiring him is one of the smartest things a company can do.** (Emphasis added).

Research Studios Austria

Research Studios Austria (RSA) is a network of flexible and market-oriented research and development units operating all over Austria. The Research Studios develop products and services in the areas of e-technology and smart content, as well as in the environment and biotechnology sectors. The Research Studios are a division of ARC Seibersdorf research GmbH, the leading non-university research institution in Austria, which focuses on the need for market-oriented research. The research conducted at the Studios relies on rapid prototyping to help shorten the time span between an initial idea and its development and application.

Mr. Winkler played a critical role for RSA in performing rapid prototyping for research projects and developing interactive designs and usability concepts. At Smart Agent Technologies, a division of RSA, Mr. Winkler designed a groundbreaking system for its client WAFF, the Viennese department that aims to assist and reintegrate the unemployed. Specifically, he provided the art direction and design concept for a complex management system for trainers and trainees.

Prof. Dr. Iur. Peter A. Bruck, head of the Research Studios Austria, confirms (Exhibit Q) that Mr. Winkler performed rapid prototyping for research projects, created intuitive usability concepts, and demonstrated outstanding performance. He states,

Markus Winkler worked together with us in the context of organizing and doing the “rapid prototyping” for research and customer projects. It was a pleasure to see his professional concepts and solutions. He did concepts, interaction design, and graphic design. He is able to understand the requirements of the clients as well as the research necessities. **He has shown an outstanding performance in combining quality and speed. During his working time, he impressed the whole team with interactive concepts in the surrounding of collaboration and intranet tools. Latest trends and intuitive usability concepts have been the output of his work.** (Emphasis added).

Univ.-Prof. Silvia Miksch is a full University Professor and head of the Department of Information and Knowledge Engineering at Danube University Krems. She formerly served as Scientific Advisor of the Smart Agent Technologies (SAT) studio, one of the five areas at Research Studios Austria. Dr. Miksch worked with Mr. Winkler at SAT and confirms (statement annexed as Exhibit R) that he is “a brilliant interface designer” who produced incredible results. She states,

[Mr. Winkler] has extraordinary talents to analyze problems, develop theoretical and practical solutions, and vision further directions of research and development. Most respectful is that **he can design brilliant and easy to capture interaction design solutions as well as implement his ideas in an efficient and effective way**. These are skills, which are very rarely traceable in one person. Usually an interaction designer is only capable to excellence in either one of the two fields, design or implementation, not both . . . In particular, I can assess his skills in the fields of data and information visualization, where I am an internationally recognized expert in. **He is truly a brilliant interface designer and always did an incredible job.** (Emphasis added).

Oliver Holle is Vice President of VeriSign Inc. and formerly served as Head of the SAT studio. He confirms (statement annexed as Exhibit S) that Mr. Winkler’s work substantially increased SAT’s customer base. He states,

Markus Winkler worked for SMART AGENT TECHNOLOGIES in the field of interface design and usability from 2004 to 2005. From the beginning on, he quickly adopted to our scientific as well as our customers [sic] needs for State of the Art user interface design. **His reliable and highly acclaimed work led to numerous new projects and a substantial increase in our customer base. I consider him to be an extraordinary talent in his field.** Most remarkably and rare is his ability to think in a design and user oriented way as well as on a highly abstract technical level. (Emphasis added).

Wunderman

With more than 40 years in the business, Wunderman is one of the most experienced, customer-focused marketing communications agencies. Wunderman offers powerful data solutions, both in-house and through subsidiaries KnowledgeBase Marketing and Fortelligent. Wunderman has capabilities in strategy and insights, customer dialogue and teleservices, media, interactive and promotions. It has a blue-chip roster of clients including Ford, Microsoft, Citibank, Pfizer, Rolls-Royce, Xerox, Lufthansa, Danone, Astra-Zeneca, Burger King, Hotels.com, and Kraft. Wunderman has won a total of 22 Cannes Lions Awards at the Cannes Lions International Advertising Festival’s Direct competition since its inauguration in 2002.

Mr. Winkler played a critical role at Wunderman by providing art direction and concept programming for several important Austrian clients. For instance, he helped create a microsite for Austrian Lotteries' EuroMillions. The end result was so impressive that it won a Gold Columbus Award in 2004. As a freelancer for Wunderman, Mr. Winkler also created banner advertisements for DM, a European drugstore chain, and Sparkasse, one of Austria's major banks.

**MARKUS WINKLER HAS A RECORD OF MAJOR COMMERCIAL SUCCESS
(8 C.F.R. §214.2(o)(3)(iv)(B)(4))**

As discussed above, Mr. Winkler provided art direction and concept programming to some of the world's most prestigious advertising agencies, including FCBi and Wunderman. He has led the creative work for some of these agencies' biggest and most important clients, many of which are well known and prestigious international companies. In the wake of the successful advertising campaigns developed by Mr. Winkler, these companies experienced exceptional growth and commercial success. Below are just a few examples of these great successes.

Samsung

SAMSUNG's products include TV, video, and audio products, computers and related products, home appliances, mobile phones, semiconductors, and network products. SAMSUNG's brand value increased to US \$8.31 billion in 2002 from US \$6.37 billion in 2001, and was recognized by Interbrand Corporation as the fastest growing global brand. An example of this is SAMSUNG Electronics, which remains one of the world's "top 10" in US patents for four consecutive years, with 13,000 researchers representing a US \$1.7 billion investment in Research and Development.

Robert Bachle confirms that Mr. Winkler's work for Samsung Electronics at FCBi garnered solid results that impressed the client. He states (Exhibit G),

Mr. Winkler's contribution had a large and positive influence on the success of our work for Samsung and Motorola – for example, he led the interactive development on an award-winning (Montreux Gold / festival) campaign for the X600 handset launch for Samsung Electronics in 2003. **The launch garnered solid results and the clients were most impressed by the web results, much if not all of the success of which is attributable to Markus' exceptional work** – his unique and visionary approach to relating the campaign idea to the Web was eye-catching, engaging, and technically impressive. (Emphasis added).

Western Union

Western Union is a global leader in money transfer services, with approximately \$4 billion in revenue. Western Union enables customers to send money to more than 245,000 Western Union Agent locations in over 200 countries and territories. Its services include money transfers, bill payments, purchase money orders, and prepaid services.

Wilfried Weyer, a Director of Service Excellence at Western Union in Austria, confirms (statement annexed as Exhibit T) that Mr. Winkler influenced the success of Western Union's Internal Agent Motivation Program. He states,

I have worked closely with Mr. Winkler on our "Internal Agent Motivation Program" – the Club 500 – in 2005 and 2006. This program had been launched in 91 countries worldwide and is still ongoing. **It is very essential to our business and Mr. Winklers [sic] unique approach had a big influence on the success of this program.** We had an extraordinary well feedback on this program and are more than glad with the results: In 2004 our campaign was reached out to 156 agents, 2000 agent employees at 500 locations. This encapsulates 0.5% of our network, covering 16% of our total customer contacts **which led to a significant business impact and improvement in terms of customer retention.** (Emphasis added).

Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by its vision of Seamless Mobility, the people of Motorola are committed to helping individuals get and stay connected simply and seamlessly to the people, information, and entertainment that they want and need. Motorola does this by designing and delivering the "must have" products, "must do" experiences and powerful networks — along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US\$35.3 billion in 2005.

Mr. Winkler led the development of several international online projects and product launches for Motorola. Robert Ting, Manager of Global Marketing and Communications at Motorola, asserts (statement annexed as Exhibit U) that Mr. Winkler's work has produced incredible results and has helped to maintain Motorola's leading position in the industry. Mr. Ting states,

His influence has helped to ultimately obtain incredible results and has been essential in maintaining Motorola's position as an industry leader. From his position as Creative Director at fcbi Vienna, Mr. Winkler has worked on a number of Motorola projects that have launched regionally in Europe as well as globally, such as the global launch of the first iTunes cellphone, the Motorola

ROKR. He also developed a platform for easy exchange of cellphone pictures and movies in the United Kingdom. (Emphasis added).

**MARKUS WINKLER IS A MEMBER OF AN ARTISTIC ORGANIZATION WITH
COMPETITIVE MEMBERSHIP CRITERIA (8 C.F.R. §214.2(o)(3)(iv)(C))**

Creativ Club Austria (CCA)

The Creativ Club Austria (CCA) is an internationally known and independent association of the most important creative people working in the advertising industry in Austria and, to some extent, all over the world. The main aim of the CCA is to support and showcase creativity in the advertising industry in Austria.

Hans Georg Feik, Managing Director of the CCA, confirms (statement annexed as Exhibit V) that the CCA has competitive membership criteria and that Mr. Winkler was selected as a member of the CCA. He states,

We hereby confirm that **Markus Winkler, born on January 6, 1976 is an official member of the Creative Club Austria (CCA)** . . . To become a member of the CCA it is necessary to present a creative portfolio to the CCA board, a panel of seven senior creatives, all highly decorated with national and international advertising awards. **Due to the importance of a CCA membership, only the best in their field are accepted. Markus Winkler is known as a very professional and respected creative director/design technologist in Austria.** (Emphasis added).

**MARKUS WINKLER HAS SERVED AS A JUDGE OF THE WORK OF OTHERS IN
THE ADVERTISING FIELD (8 C.F.R. §214.2(o)(3)(iv)(C))**

Columbus Trophies

The Columbus Trophies are awarded annually by the Direct Marketing Association Austria to recognize the strongest direct marketing campaigns of the year. Bronze, Silver, and Gold Trophies are awarded in eight industry categories. Direct marketing is an established industry employing roughly 60,000 persons and generating over 2.5 billion Euros in Austria.

Dkfm. Joseph Hamberger, Managing Director of the Direct Marketing Association Austria, confirms (statement annexed as Exhibit W) that only the most experienced members of the direct marketing industry are invited to serve as jury members for the Columbus Award, and that Mr. Winkler was selected as a jury member for the 2005 Columbus Awards. He states,

Due to the importance of the Columbus Award only the most experienced members of the direct marketing industry are invited to the jury. We confirm that Markus Winkler, born Jan 6th 1976, was a jury member for the Columbus 2005 award at the jury session on Feb 25th, held at the Viennese Headquarter of the Austrian Chamber of Commerce.

**MARKUS WINKLER HAS RECEIVED SIGNIFICANT RECOGNITION FOR HIS
ACHIEVEMENTS (8 C.F.R. §214.2(o)(3)(iv)(B)(5))**

The experts within his field agree that Markus Winkler is one of the premier creative members of the advertising industry. We have annexed several statements in support of our O-1 petition for Mr. Winkler that attest to his extraordinary ability and sterling reputation.

Robert Bachle confirms (Exhibit G) that Mr. Winkler is the most pure and accomplished design technologist he has ever encountered in his 11 years in the business. He states,

In all I have over 11 years working in internet marketing and advertising. I worked closely with Mr. Winkler from 2003 – 2006 on the Samsung Electronics and Motorola accounts, doing regional marketing programs involving internet advertisements, games, and web site builds, and I can say without hesitation that I have not encountered a more pure and accomplished design technologist in my career. (Emphasis added).

Matthew Maxwell is Interactive Creative Director at FCBi London. He confirms (statement annexed as Exhibit X) that Mr. Winkler produces exceptional creative work. He states,

Working in an international advertising agency requires considerable collaborative and communication skills combined with technical skills required for individual roles. **I rate Markus extremely highly in all of these areas.** He has constantly **produced exceptional, award-winning creative work** and I find him both easy and inspiring to work with. I am also aware that **he is extremely highly regarded by other members of the team, both in Austria and here in the UK.** (Emphasis added).

Wilfried Weyer confirms (Exhibit T) that Mr. Winkler possesses extraordinary talent as a designer. He states,

In short, **I consider Mr. Winkler an extraordinary talent in the field of multimedia design and art direction. He is truly a visionary** and his O-1 visa application has my complete and unconditional support. (Emphasis added).

Mag. Wolfgang Zeglovits asserts (Exhibit P) that he has rarely met such a talented interface designer as Markus Winkler. He states,

In my view, he is an extremely gifted interface-designer . . . **In my career as a usability expert and as academic teacher, I have hardly met such an exceptionally skilled and knowledgeable interface designer.** His dedication to his work, his creative talent and his willingness to invest energy and time in all his projects in order to achieve the best result possible are outstanding. (Emphasis added).

Bernd Fliesser describes (Exhibit N) Mr. Winkler as an extraordinary talent with a wealth of experience in the screen design field. He states,

I experienced him [Mr. Winkler] as **an extraordinary talent with an unusually wide range of experience in the screen-design field** and always seeking for unique creative ways in online-technology . . . **Markus Winkler is an exceptional talent and enrichment for any agency he works with.** (Emphasis added).

Robert Ting asserts (Exhibit U) that Mr. Winkler is among the best and brightest advertising creatives he has ever encountered. He states,

Throughout my career, I have worked with countless Art Directors, Creative Directors, and Designers. **Mr. Winkler holds a place among the best and brightest of this group and I feel honored to work with him . . .** In short, I consider Mr. Winkler **an extraordinary talent** in the field of art direction and concept. **He is truly a visionary** and his O-1 visa application has my complete and unconditional support. (Emphasis added).

Prof. Dr. Iur. Peter A. Bruck emphasizes (Exhibit Q) that in his 30 years in the information and communications sector, he has been able to pinpoint those who excel in this sector, and Mr. Winkler is one of them. He states,

In my 30 years in the information and communications sector all over the world, I have formed a very clear impression of people who are able to learn and create new concepts and ideas in this sector. **He will absolutely do his best for every**

job in combination of finding the best fitting technologie [sic] and the best concept. (Emphasis added).

Univ.-Prof. Silvia Miksch describes (Exhibit R) Mr. Winkler as a truly brilliant interface designer. She states,

In particular, **I can assess his skills in the fields of data and information visualization, where I am an internationally recognized expert in. He is truly a brilliant interface designer and did always an incredible job.** Furthermore, he has a unique talent to assess future technical developments and can acquire and learn new fields and circumstances with ease. (Emphasis added).

Peter Affenzeller confirms (Exhibit O) that in his many years of business experience, he has not encountered another person that rivals Mr. Winkler's ability to discover and implement unique solutions. He states,

In my profession as an innovation consultant, my main task is to find and qualify excellent ideas and solutions. **In many years of business experience, I have not found another person with the ability to find and implement unique solutions, such as Mr. Winkler can do.** His exceptional talents, combined with his dedication to work, make him an extremely valuable colleague for each company. (Emphasis added).

The O-1 Consultation

As there is no applicable union, we have submitted a peer consultation, which confirms that there is no objection to your approval of our O-1 petition filed for Mr. Winkler.

CONCLUSION

Based on the evidence set forth above and annexed hereto, it is clear that Mr. Winkler is an alien of extraordinary ability in the artistic field of design. We therefore request your approval of our I-129 O-1 petition filed on his behalf. Thank you for your attention to this matter.

Very truly yours,

Danna Gleich
Human Resources Manager