

BYRON E. LEWIS

Chairman & CEO

Byron Lewis, Chairman & CEO, is a pioneer in ethnic marketing and communications. Over the past 35 years, he has been responsible for many "firsts," developing legendary communications initiatives and activities that include advertising, publishing, public relations, promotion, broadcast and entertainment.

Mr. Lewis began his career working for African American newspapers and magazines in Harlem, New York, prior to Affirmative Action. He never worked for a mainstream advertising agency or marketing company. Building upon the lessons learned from numerous "uptown" grassroots promotion and entrepreneurial ventures, Byron Lewis built UniWorld into one of the nation's largest ethnic advertising agencies with annual billings in excess of \$231,000,000.

Some of his many noted UniWorld accomplishments include developing advertising and media strategies for the first on-site Black news coverage of the 1976 Democratic and Republican presidential conventions, helping to manage Rev. Jesse Jackson's first presidential campaign in 1984, coordinating efforts for the Democratic National Committee's African American campaign for President Clinton in 1996 and developing the NAACP's 2000 voter registration drive.

Throughout his illustrious career, Mr. Lewis has been responsible for securing and cultivating some of the largest mainstream advertising assignments ever awarded to an ethnic agency, including Burger King's national interim creative campaign in 1994, the Mars, Inc., 3 Musketeers general market candy brand account in 1995 and the lead brand creative TV campaign for Ford. All three remain key UniWorld clients. Other important clients include AstraZeneca, Colgate-Palmolive, ConEdison, HSBC, The Home Depot and Kraft.

Listed in *Who's Who in America*, Byron Lewis currently serves on the board of directors of the Apollo Theater Foundation and the Jackie Robinson Foundation. He is active in the African American community and proud of his agency's contributions to that community; and values his long-standing business and personal association with nationally prominent ethnic leaders.