



**FOR IMMEDIATE RELEASE**

Contact: Jill Kelly-Paget  
MediaVest USA  
212-468-3828  
jill.kelly@mediavestww.com

**MediaVest USA Honored with Two Agency of the Year Awards**

*MediaVest USA named Adweek Media Agency of the Year;  
Starcom MediaVest Group named AdAge US Media Agency of the Year*

February 28, 2005 – New York, NY– MediaVest USA announced today that it has been named by Adweek as Media Agency of the Year. Citing MediaVest’s ability to “cement and expand its relationships with blue-chip clients, its renewed vigor in new business and its success at reinventing itself,” Adweek notes that MediaVest “has been particularly adept at bring smarts and strategic thinking from the conceptual to the actual.”

MediaVest has also been honored as part of Starcom MediaVest Group, which has been named "US Media Agency of the Year" by AdAge for the second year in a row. AdAge states that Starcom MediaVest Group’s “leadership in navigating the changing media world, combined with an unrivaled new business record and innovation on a tactical level, made SMG a lock for Advertising Age’s US Agency Media Agency of the Year.”

For more information on the Agency of the Year honors, please visit <http://www.adweek.com> and <http://www.adage.com>

**ABOUT MEDIAVEST**

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Innovation that Works* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the worlds leading marketers including The Coca-Cola Company, Kraft, Masterfoods, and P&G. For more information, please visit [www.mediavestww.com](http://www.mediavestww.com).