



MediaVest™

FOR IMMEDIATE RELEASE

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***MediaVest's Accordino Elected to SVP;
Gipson, Griffin, Marino, Murphy, Ryan, Schwartz and Tafaro Elected to VP***

NEW YORK –February 5, 2009– Bill Tucker, CEO, MediaVest USA, today announced the appointment of Nicole Accordino to senior vice president, and Jeff Gipson, Jamie Griffin, Devinn Kraut Tafaro, Jaclyn Marino, Sarah Murphy, Elisabeth Ryan, and Scott Schwartz to vice president.

Nicole Accordino, SVP, Connections Director, MediaVest USA

Nicole Accordino provides strategic direction across P&G's Crest and Oral B brands. She joined MediaVest in 2006 and reports to Sarah Kramer, EVP, Managing Director.

Jeff Gipson, VP, Connections Associate Director, MediaVest USA

Jeff Gipson helps drive new and organic business development for MediaVest, and is a member of the agency's next-generation leadership team, the Impact Circle. Based in New York, Gipson has been with MediaVest since 2004 and reports to Marston Allen, EVP, New Business Director, Starcom MediaVest Group.

Jamie Griffin, VP, Connections Associate Director, MediaVest USA

Jamie Griffin leads communications planning for P&G's Oral Care. A member of the MediaVest team since 2006, Jamie operates out of New York and reports to Kathleen Dundas, VP, Connections Director.

Devinn Kraut Tafaro, VP, Connections Associate Director, MediaVest USA

Devinn Kraut Tafaro leads planning for Coca-Cola North America's diet cola portfolio. With the agency since 2005, Tafaro is based in New York and reports to Erica Rosengart, SVP, Group Client Director.

Jaclyn Marino, VP, Connections Associate Director, MediaVest USA

Jaclyn Marino leads communications planning for P&G's Crest Paste and Rinse brands. Based in New York, Marino reports to Nicole Accordino, SVP, Connections Director. She joined MediaVest in 2007.

Sarah Murphy, VP, Connections Associate Director, MediaVest USA

Sarah Murphy joined MediaVest in 1999 and currently oversees communications planning for Mars Petcare brands. Murphy is based in New York and reports to Julie Hollander, VP, Connections Director.

Elisabeth Ryan, VP, Connections Associate Director, MediaVest USA

Liz Ryan manages communications planning for Mars' M&Ms business. With the agency since 1999, she reports to Sarah Personette, VP, AOR Director in New York.

Scott Schwartz, VP, Connections Associate Director, MediaVest USA

Scott Schwartz's role includes planning duties for Mars brands such as Snickers, 3 Musketeers and Milky Way. Schwartz joined MediaVest in 2004 and reports to Sarah Personette, VP, AOR Director in New York.

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About MediaVest

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Consistently delivering *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Kraft, P&G and The Coca-Cola Company. For more information, please visit www.mediavestww.com.

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