



MediaVest™

FOR IMMEDIATE RELEASE

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***MediaVest's Marston Allen, Marla Kaplowitz and Pam Zucker
Elevated to Executive Vice President***

NEW YORK – May 17, 2007 – Bill Tucker, CEO, MediaVest USA, announced today the elevation of Marston Allen, Marla Kaplowitz, and Pam Zucker to Executive Vice President. In addition to the EVP appointment, all three will now serve on MediaVest's Executive Team, a leadership body that partners with the CEO to steer the overall direction and strategy of the organization as well as drive key initiatives.

Marston Allen, EVP, Director of Business Development, MediaVest USA

Marston Allen is promoted from SVP, Director of Business Development. In addition to overseeing new and organic business development opportunities, Allen oversees the Comcast and Starwood Hotels and Resorts assignments. Based in New York, Allen has been with MediaVest since 2004, and reports to Bill Tucker, CEO, MediaVest USA.

Marla Kaplowitz, EVP, North American Planning Director of P&G, MediaVest USA

Marla Kaplowitz is promoted from SVP, North American Planning Director of P&G. Kaplowitz oversees communications planning for P&G in the United States, Canada and Puerto Rico and manages a staff over 100 people spanning offices in these regions. The majority of Kaplowitz's career has been dedicated to MediaVest and the P&G business, with her first joining the company in 1987 (when MediaVest was known as the media department of DMB&B). Based in New York, Kaplowitz reports to Bill Tucker, CEO, MediaVest USA.

Pam Zucker, EVP, Marketplace Ignition, MediaVest USA

Pam Zucker is promoted from SVP, Marketplace Ignition. She heads development of new business models and solutions for broadcast media for clients including Coca-Cola, Masterfoods and P&G. In addition, she oversees the Avon global assignment and recently added MediaVest's Advanced TV practice to her charge. Prior to her Marketplace Ignition role, Zucker led the P&G AOR. Based in New York, Zucker has been with MediaVest since 1989 (when it was known as the media department of DMB&B). She reports to Donna Speciale, President, Investment and Activation, MediaVest USA.

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 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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