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**Marston Allen Joins MediaVest USA as Senior Vice President,
Director of Business Development and Marketing**

November 3, 2004 – New York, NY– Marston Allen joins MediaVest USA as senior vp, Director of Business Development and Marketing, effective immediately as announced by Laura Desmond, CEO, MediaVest USA. Allen succeeds Julian Porras who recently assumed a senior management role within Starcom MediaVest Group Latin America.

Allen, 42, who reports directly to Desmond, will identify and drive new and organic business development opportunities and initiatives, as well as oversee and guide the overall strategic marketing direction of the agency, working closely with MediaVest's corporate communications and executive teams.

"Marston is highly qualified to take on this challenging role and his professional track record is evidence of this. He is an advocate of the critical role media plays in communications and strategic planning," said Desmond. "His proven ability to drive industry change, supplemented by a genuine passion for our business, complements MediaVest's heritage and culture".

A 15+-year veteran of the media services industry, Allen was previously the senior vp, Director of Communications Architecture at Universal McCann, as well as a key member of several new business efforts. Prior to this, he led its 'Accountability' practice ('00-'01) and held the head post as General Manager of the McCann-Erickson Guangming office, Shanghai, China ('98-'00).

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, Masterfoods, P&G and The Coca-Cola Company.