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Amanda Richman Elevated to Executive Vice President, Managing Director at MediaVest USA

NEW YORK – June 11, 2009 – Amanda Richman is elevated to EVP, Managing Director, MediaVest USA, as announced by Bill Tucker, CEO, MediaVest USA, effective immediately. Richman is based in New York, and reports to Donna Speciale, President, Investment & Activation, Agency Operations, MediaVest USA.

Appointed the agency's digital head in 2008, Richman oversees MediaVest USA's world-class, 125-person digital team leads digital capability, product and investment for 15+ clients including Coca-Cola, Comcast, Continental, P&G and Walmart. Further, she provides broader agency leadership as a member of MediaVest's Executive Team.

"Under Amanda's digital leadership, MediaVest's digital unit has grown 30%, our roster of digital clients has expanded to include Comcast, Heineken, and Wrigley's, and digital has taken root as a pervasive MediaVest mindset and capability throughout the agency," said Tucker. "This is a testament to not only MediaVest's commitment to digital, but Amanda's incredible knowledge, instinct and impact in this space."

Prior to her role as SVP, Director of Digital Services, Amanda served as SVP, Digital Group Client Director at MediaVest on P&G, leading the development of digital strategy, innovation and portfolio management for more than 100 P&G brands and delivering unique digital programs across online video, mobile, advanced television, social networks, online gaming and virtual worlds.

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. Heralded as one of the first media companies to consistently deliver *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, The Coca-Cola Company, and Walmart. For more information, please visit www.mediavestww.com.

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