



FOR IMMEDIATE RELEASE

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***Amy Ballis joins MediaVest USA as SVP, Connections Director***

*Brings 15+ years of international experience to her lead planning role for Kraft Beverages*

New York, NY, Jan 20, 2009— Amy Ballis joins MediaVest as Senior Vice President, Connections Director effective immediately, as announced today by Bill Tucker, CEO, MediaVest USA. Ballis, 37, is charged with overseeing holistic communications planning, including digital planning, for the beverage brands of MediaVest's Kraft AOR. She will also assist global Kraft projects. Ballis operates out of New York and reports to Joe Warren, SVP, Group Client Director.

"Having served in positions from Canada to China, Amy has a uniquely hands-on understanding of how to connect with consumers in all regions, on all levels, from macro to micro. Her invaluable insight and wealth of international experience will be a terrific asset to MediaVest's continued commitment to Kraft," says Tucker.

Ballis brings 15+ years of global media planning and client service experience to her post. Most recently, she served as VP, General Manager, Starcom Worldwide-Guangzhou, China, where she oversaw a staff of 80 in leading planning for 15+ P&G brands. Over her career, Ballis has held positions in Starcom MediaVest Group offices in Toronto, Mexico City and Chicago, working with such clients as Marlboro, Kellogg's and Nintendo.

**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](http://www.mediavestww.com).

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