



MediaVest™

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MediaVest Elevates Kathleen Dundas to Vice President, Kelly Andrews, Andrew Hebden, Brian Cahill, and David Shiffman to Senior Vice President

NEW YORK – May 16, 2007 – Laura Desmond, CEO, Starcom MediaVest Group, The Americas, announced today that the SMG Board of Directors has elected four MediaVest employees to Senior Vice President—Kelly Andrews, Brian Cahill, Andrew Hebden, and David Shiffman—and one to Vice President—Kathleen Dundas.

Kelly Andrews, SVP, Research Director, MediaVest USA

Kelly Andrews is promoted from VP, Research Director. She oversees research and insights for the Coca-Cola client. She has been at MediaVest (then known as TeleVest) since 1996. Based in New York, she reports to Nancy Mullahy, EVP, Managing Director, MediaVest USA.

Brian Cahill, SVP, Director Operations and Strategic Initiatives, TeleVest

Brian Cahill is promoted from VP, Director Operations and Strategic Initiatives for MediaVest subsidiary TeleVest. In this role, he oversees the TeleVest production teams of *As The World Turns* and *Guiding Light*, as well as operations including human resources, marketing and public relations, and research. Operating out of New York, Cahill joined MediaVest in 2005, and reports to Donna Speciale, President, Investment & Activation, MediaVest USA.

Andrew Hebden, SVP, Consumer Context Planning, MediaVest USA

Andrew Hebden is promoted from VP, Consumer Context Planning. In this role, he collaborates with Strategy Directors to build communications plans for P&G home care brands, Duracell and Braun. Hebden, who has been at MediaVest since 2003, is based in New York and reports to Sarah Kramer, SVP, Communications Planning Director, SMG United, and Laura Krajecki, SVP, Director, SMG United.

David Shiffman, SVP, Research Director, MediaVest USA

David Shiffman is elevated from VP, Research Director. Shiffman oversees a research team of five in New York and Los Angeles and has helped launch several proprietary research studies and programs on topics such as Consumer Value Targeting, Digital Dialog and Print Effectiveness. Shiffman, who joined MediaVest in 2004, operates out of New York and reports to Jim Kite, EVP, Director of Research, Insights & Accountability, MediaVest USA.

Kathleen Dundas, VP, Associate Strategy Director, MediaVest USA

Kathleen Dundas is elevated from Associate Strategy Director. In her role, Dundas oversees communications planning for P&G Home Care brands. Dundas joined MediaVest in 2003. Operating out of New York, she reports to Sarah Kramer, SVP, Communications Planning Director, SMG United.

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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