



MediaVest™

FOR IMMEDIATE RELEASE

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MediaVest's

***Burke, Casimir, Chatham, Goldberg, Kern, Multer, O'Sullivan, Riley, and Voisin
named Vice President***

NEW YORK – August 21, 2008 – Bill Tucker, CEO, MediaVest USA, announced today the elevation of MediaVest's Kelly Burke, Marie Casimir, Jennifer Chatham, Eric Goldberg, Dan Kern, Kristin Multer, Kerry O'Sullivan, Megan Riley, and Samantha Voisin to Vice President.

Kelly Burke, VP, Digital Associate Director, MediaVest USA

Kelly Burke is the strategic leader of digital buying and planning for several P&G brands including Olay, Cover Girl, Herbal Essences, Tampax, Max Factor and others. Based in New York, Burke reports to James Kiernan, VP, Group Digital Director. She joined MediaVest in 2004.

Marie Casimir, VP, Connections Director, MediaVest USA

Marie Casimir directs planning on all P&G Over-The-Counter and Pharmaceutical brands. Operating out of New York, she reports to Sarah Kramer, SVP, Group Client Director. She joined MediaVest in April, 2008.

Jennifer Chatham, VP, Print Activation Director, MediaVest USA

Jennifer Chatham manages print investment and activation for MediaVest's Kraft AOR. Based in New York, she reports to Robin Steinberg, SVP, Director of Print Investment and Activation. Chatham joined MediaVest in 2004.

Eric Goldberg, VP, Connections Associate Director, MediaVest USA

Eric Goldberg directs planning for P&G's Duracell and Braun brands. He operates out of New York and reports to Abby Cooper, VP, Connections Director. Goldberg has been with MediaVest since April, 2008.

Dan Kern, VP, Connections Associate Director, MediaVest USA

Dan manages planning for six P&G Personal Healthcare franchises, including Pepto-Bismol, Metamucil, and Vicks. Based in New York, he reports Marie Casimir, VP, Connections Director, and Sarah Kramer, SVP, Communications Planning Director. Kern joined MediaVest in 2006.

Kristin Multer, VP, Digital Associate Director, MediaVest USA

Kristin Multer leads digital strategy for MediaVest's CaptiolOne Retail Bank and Wendy's accounts. Multer reports to Mohan Renganathan, VP, Group Digital Director and Yolanda Lam, VP, Group Digital Director. Multer operates out of New York and has been with MediaVest since 2004.

Kerry O'Sullivan, VP, Director, Connections Research & Analytics, MediaVest USA

Kerry is a research director embedded in MediaVest's Mars AOR. Based in New York, O'Sullivan reports to David Shiffman, SVP, Group Director, Connections Research & Analytics, and Cheryl Jean Claude, SVP, Group Client Director. O'Sullivan joined MediaVest in 2004.

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Megan Riley, VP, Connections Group Director, MediaVest USA

Megan Riley leads strategic planning on MediaVest's Wal-Mart AOR. Operating out of New York, Riley reports to Andrea Cancro, SVP, Group Client Director, and has been at MediaVest since 2003.

Samantha Voisin, VP, Digital Director, MediaVest USA

Samantha leads MediaVest Los Angeles's 10-person digital team. Based in L.A., she reports to Tom Szczepanski, SVP, Managing Director, and Amanda Richman, SVP, Digital Group Client Director. Voisin has been with MediaVest since 2007.

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 *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.

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