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Karen Balik Joins MediaVest USA as Senior VP, US Media Director

In newly formed post, Balik is charged with managing the Kraft AOR U.S assignment

August 26, 2004 – New York, NY– Karen Balik joins MediaVest as senior vp, US Media Director dedicated to Kraft, as announced today by Laura Desmond, CEO, MediaVest. Balik, 40, officially joins MediaVest on September 7 and will report to Bill Tucker, executive vp, Managing Director, who oversees the global Kraft media AOR assignment and client services development at MediaVest.

“I am confident that Karen will build on the proven track record established by Bill [Tucker] and the Kraft team of delivering the very best in client services and consumer-driven business solutions,” said Desmond. “As Kraft expands their relationship with us both in the US and globally, Karen’s appointment will enable us to maintain the high level of management attention our client deserves.”

MediaVest is Kraft’s media agency of record in North America as well as in Latin America and various European markets through Starcom MediaVest Group. Responsibilities include planning and buying across broadcast, print and out-of-home as well as consumer insight and research services. In 2003, the relationship has expanded in the U.S. to include multicultural media, digital television and Customer Relationship Marketing (CRM) assignments. This year, MediaVest through the SMG network has expanded its Kraft relationship globally in key European markets including UK, Ireland, Spain and the Nordic region.

Most recently, Balik held the post of senior vp, Managing Director of Planning at Universal McCann, where she co-managed client services for L’Oreal, Maytag, Nestlè Waters and Newell Rubbermaid. Other positions held during her 19-year career include Partner, Assistant Media Director at Ogilvy & Mather, New York and Media Supervisor at BBDO, New York.

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 worlds leading marketers including Kraft, Masterfoods, P&G and The Coca-Cola Company.