



FOR IMMEDIATE RELEASE

**Contact:**

Sam Biederman  
MediaVest  
(212) 468-3260  
sam.biederman@mediavestww.com

***MediaVest's Terry Berlin, Virginia Carey, Ben Damiano, Angelo Lomonte and Atoosa Mazaheri promoted to Vice President***

NEW YORK – August 29, 2007 – Bill Tucker, CEO, MediaVest USA, announced today the elevation of Terry Berlin, Virginia Carey, Ben Damiano, Angelo Lomonte and Altoosa Mazaheri to Vice President.

**Terry Berlin, VP, Activation Director, MediaVest USA**

Berlin manages local business for Heineken, Wal-Mart and E! in MediaVest's Local Investment and Activation group. Based in NY, she joined MediaVest in 1999 and reports to Maribeth Papuga, SVP, Director of Local Investment and Activation.

**Virginia Carey, VP, Connections Associate Director, MediaVest USA**

Carey manages media strategy for Masterfoods' Snickers and Dove brands. Operating out of New York, she joined MediaVest in 2006, and reports to Lisa Farrell, SVP, Group Client Director.

**Ben Damiano, VP, Design Director, MediaVest USA**

Damiano leads MediaVest's internal Design Studio. Damiano is based in New York. He joined MediaVest in 2000 and reports to Marston Allen, EVP, Managing Director, Business Development & Marketing.

**Angelo Lomonte, VP, Connections Associate Director, 42 Degrees at MediaVest, MediaVest USA**

Lomonte leads planning teams for Kraft's coffee brands. Operating out of New York, Lomonte joined MediaVest in 2006 and reports to Holly Zierk, SVP, Connections Director.

**Atoosa Mazaheri, VP, VIA Local Training and Finance Manager, MediaVest USA**

Mazaheri oversees Local VIA's financial operations, as well as recruitment and training. She has been at MediaVest since 1997 and reports to Maribeth Papuga, SVP, Director of Local Investment and Activation.

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

###

connections that  
captivate