



FOR IMMEDIATE RELEASE

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### **MediaVest and Halogen Response Capture Capital One Media Business**

**New York, NY, March xx, 2003** — MediaVest USA and sister company Halogen Response Media announced today that they have been named Capital One Financial Corporation's media agency and direct response media agency respectively. Leveraging a strategic partnership, MediaVest and Halogen evolved their previous success with Capital One's business to maintain the entire media component of the client relationship. Capital One's creative services remain under review.

"Capital One and MediaVest/Halogen have worked together for almost four years," said Capital One's Dave Wurfel, vice president, director brand services/marketing. "In that time we have built a very powerful brand through strong research-based media strategies and stand-out tactics combined with hard-working media strategy and buying that performs for us every day. I look forward to a long, productive relationship and to building a true financial services brand together."

While the vast majority of Capital One's marketing budget is direct response, the cross-pollination of expertise between MediaVest and Halogen meshed in their overall business plan is imperative. Careful planning, in union with Capital One's internal resource, is necessary to connect with their core market in a consistent fashion.

"The MediaVest, Halogen and Capital One alliance is a significant step forward for everyone and I believe in our ability to grow together," said Laura Desmond, CEO, MediaVest USA. "The continuation of our integrated partnership enables us the opportunity to fuel Capital One's business growth and further elevate their brand as a principal financial institution."

"Over the past four years, Capital One has allowed us to do our best work by being a challenging, supportive, and consistent partner," commented John McNamara, CEO, Halogen, the direct response division of Starcom MediaVest Group. "They constantly encourage us to take chances, seek innovation, and allow us to explore every creative angle." Past initiatives span the college, pro-sports and entertainment arenas, and include the development and execution of *The Capital One Bowl*, ABC college football *Half-Time Report*. Additionally several proprietary research insights and tools have and will be organized to help increase Capital One's brand awareness. Future plans are in discussion.

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### **About Capital One**

Headquartered in Falls Church, Virginia, Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial services company that offers customized financial products and services to meet individual consumers' needs. Capital One is one of the largest credit card issuers in the world, with operations in the United States, Canada, France and the United Kingdom. The company's entrepreneurial culture and dynamic work environment have generated widespread recognition as one of the nation's best places to work (including Fortune's prestigious list of the best places to work for four consecutive years). Challenging convention at every turn, the company's innovations (balance transfers, 9.9 percent), inspire millions of people to carry Capital One in their wallet.

### **About MediaVest Worldwide**

MediaVest Worldwide ([www.smvgroup.com](http://www.smvgroup.com)) 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 really works and industry-first initiatives, through our people and product, MediaVest's long-standing client partnerships include some of the world's smartest marketers including Kraft, P&G, Coca-Cola and Capital One.

### **About Halogen Response**

Capitalizing on the brand building heritage of the Publicis Network, while tapping into the unsurpassed media expertise of the Starcom MediaVest Group, and incorporating the response media teams proven expertise in driving acquisition, Halogen Response Media ([www.halogenresponse.com](http://www.halogenresponse.com)) constructs fully-integrated campaigns that reach consumers at every media touch point while providing a response mechanism building one-to-one communication with measurable results.

MediaVest and Halogen are both divisions of Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe. SMG ranks among the world's largest brand communications groups with billings of \$21.7 billion in 2002. With a global staff of more than 3,800 contact architects, SMG's network of 110 offices in 76 countries fuels brand-building results for many of the world's leading companies.

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