



FOR IMMEDIATE RELEASE

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MediaVest's Norm Chait, Ian Maidman, Vincent Sauvagnargues and Caleb Windover promoted to Senior Vice President

NEW YORK – August 27, 2007 – Bill Tucker, CEO, MediaVest USA, announced today the elevation of Norm Chait, Ian Maidman, Vincent Sauvagnargues and Caleb Windover to Senior Vice President.

Norm Chait, SVP, Director of Out-of-Home Investment and Activation, MediaVest USA

Norm Chait is promoted from VP, Director of Out-of-Home Investment and Activation. He oversees OOH strategy for clients such as Activision, Coca-Cola, Continental, EarthLink, Ernst & Young, Heineken, Starwood Hotels and Resorts, and UBS. Based in New York, Chait has been with MediaVest since 2005, and reports to Donna Speciale, President, Investment and Activation.

Ian Maidman, SVP, Connections Director, MediaVest USA

Ian Maidman is promoted from VP, Connections Director. Maidman manages media strategy for Comcast. Operating out of New York, he joined MediaVest in 2000, and reports to EVP Marston Allen.

Vincent Sauvagnargues, SVP, Group Client Director, MediaVest USA

Vincent Sauvagnargues is promoted from VP, Group Client Director. He leads investment for Capitol One and serves other MediaVest clients including EarthLink, P&G, Wal-Mart, and Sunny Delight. Sauvagnargues is based in New York. He has been with MediaVest since 1997 and he reports to Greg Warren, EVP, Managing Director.

Caleb Windover, SVP, Managing Director, Forty-Two Degrees at MediaVest, MediaVest USA

Caleb Windover is promoted from VP, Managing Director, Forty-Two Degrees at MediaVest (MV42°), MediaVest USA. Windover leads MV42°, MediaVest's multicultural marketing unit, serving clients such as Wal-Mart, Heineken, Avon and Continental. Based in New York, Windover joined MediaVest in 2001 and reports to Monica Gadsby, SMG Multicultural.

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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