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Contact: Jill Kelly
MediaVest USA
212-468-3828
jill.kelly@mediavestww.com

MEDIAVEST ANNOUNCES CHANGES TO BROADCAST TEAM

Donna Speciale to replace Mel Berning as President of US Broadcast

NEW YORK, December 2, 2003—Laura Desmond, chief executive officer of MediaVest USA, today announced that Donna Speciale, formerly executive vice president and director of national and local broadcast for Mediacom/Grey Global, will be joining MediaVest as President, US Broadcast, succeeding Mel Berning. Berning has accepted a top sales position with A&E Network, marking his return to the network community following four years at the helm of MediaVest's investment practice. The changes will be effective in January 2004.

"We are fortunate to have such a strong talent and savvy negotiator stepping in to fill this role and drive innovation in the broadcast sector on behalf of our clients," said Desmond. "Her experience and leadership position in our industry will be a terrific addition to our talented investment team, which has also benefited from Mel's tutelage over the past four years."

Speciale has over 20 years of broadcast experience, most with Mediacom, which she joined in 1989 after a 5-year stint with a smaller media company in Rhode Island. She has managed investments for several leading marketers, including Warner Brothers, GlaxoSmithKline, Hasbro, Kmart, Diageo, Staples and Subway. She was named one of *Advertising Age's* "Women to Watch" in 2001, and is being recognized this year as one of *MediaWeek's* "All Stars" in the broadcast category.



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 world's leading marketers including Capital One, The Coca-Cola Company, Kraft and P&G.