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**Dan Donnelly Joins Starcom MediaVest Group as Senior VP,  
Director of Investments on Coca-Cola**

NEW YORK, January 15, 2004—Laura Desmond, chief executive officer of MediaVest USA, today announced that Dan Donnelly, formerly Director of National Broadcast of the Busch Media Group/NY, joined Starcom MediaVest Group as Senior VP, Director of Investments dedicated to the Coca-Cola business. This is a new post created as a result of the Coca-Cola media consolidation with SMG announced in Q4, 2003.

Donnelly, based in New York, will manage the day-to-day media investments on behalf of The Coca-Cola Company across multiple channels including national broadcast (television and radio), digital, out-of-home, print, and multi-cultural sectors.

“Dan is a skilled investment professional with proven expertise in all forms of consumer contact—from the most traditional to the most emerging. He has a proven track record for building connections between brands and their passion groups,” said Desmond.

“His reputation precedes him and I’m confident that his experience and passion for the business will add tremendous value to Coca-Cola and our organization.”

Donnelly, 33, has over ten years of broadcast experience, most with Busch Media Group, the in-house media services unit dedicated to and wholly owned by Anheuser-Busch, Inc., which he joined in 1995. He began his career at Grey Worldwide/NY working on a wide array of accounts including Hasbro, Canon, and Quaker State.

Donnelly reports to Nancy Mullahy of SMG/NY, who oversees all aspects of the Coca-Cola account; and to Chicago-based John Muszynski, the unit’s lead Investment officer.

**About SMG**

Starcom MediaVest Group (SMG) is a subsidiary of Paris-based Publicis Groupe. SMG ([www.smvgroup.com](http://www.smvgroup.com)) ranks among the world's largest media communications groups

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 marketers.

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