



FOR IMMEDIATE RELEASE

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**MediaVest's Lisa Donohue and Jim Kite Elevated to President
*Donohue to Lead Planning, Kite Expands Scope to Include CCP Oversight***

NEW YORK – May 23, 2007 – Bill Tucker, CEO, MediaVest USA, today announced the elevation of two MediaVest employees, Lisa Donohue and Jim Kite, to President.

"Lisa's and Jim's contributions and leadership has helped build MediaVest into the powerhouse it is today," says Tucker. "As MediaVest continues to evolve as the Agency of the Future, we could ask for no better talent than Lisa and Jim to help MediaVest and our clients get to the future first."

Lisa Donohue, President, Connections Strategy, MediaVest USA

Lisa Donohue is promoted from EVP, Managing Director. Donohue oversees MediaVest's planning discipline, setting the vision and strategy for the agency's planning product. Donohue will continue to oversee MediaVest's consolidated AOR assignment for Masterfoods and P&G. She is a charter member of the Executive Team. Donohue started her career at Starcom (then known as the media department of Leo Burnett) in 1987. Based in New York, Donohue reports to Bill Tucker, CEO, MediaVest USA.

Jim Kite, President, Connections Research and Analytics, MediaVest USA

Jim Kite is promoted from EVP, Director of Insights, Research and Accountability. He leads MediaVest's research function, and has overseen numerous ground-breaking studies, most recently on topics such as word-of-mouth, contact destination valuations, captivation metrics and shopper marketing. In his elevated role, Kite will also oversee MediaVest's Consumer Context Planning discipline, setting the vision and strategy for this function. Further, Kite oversees the agency's Consumer Intelligence function that focuses on consumer trends and insights and how they affect the communications landscape. Kite is also a member of MediaVest's Executive Team. In addition to his duties at MediaVest, he is responsible for developing and supervising consumer insight tools for Starcom MediaVest Group (SMG) in Canada and Latin America. Kite joined MediaVest in 2005 and operates out of New York. He reports to Bill Tucker, CEO, MediaVest USA.

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 Kraft, P&G and The Coca-Cola Company. For more information, please visit www.mediavestww.com.

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