

**FOR IMMEDIATE RELEASE**

Contact: Ellen Strong  
MediaVest USA  
212-468-3788  
ellen.strong@mediavestww.com

## **Earthlink Consolidates U.S. Media Planning and Buying Assignment with MediaVest USA**

March 15, 2005 – New York, NY– Today MediaVest USA announced that it has been selected as the media buying and planning agency of record for Earthlink (Nasdaq: ELNK), effective immediately. MediaVest's sister company, Halogen, will manage direct response television responsibilities. Media activity will be for Earthlink's suite of access and communications products. The account will be handled out of MediaVest's New York office.

"MediaVest has a proven track record of strategic planning and executions for its clients," said Terry Griffin, Earthlink's vice president of marketing communications and branding. "We are confident that MediaVest will help us extend our brand and build visibility with consumers through their highly strategic and creative use of media."

"We are excited about building a relationship with Earthlink – one of the best technology brands in the business," said Laura Desmond, CEO, MediaVest USA. "We're honored to partner with a company that has a heritage of innovation, puts customers first, and really embraces new ways of thinking especially when it comes to connecting with consumers."

### **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 The Coca-Cola Company, Kraft, Masterfoods, and P&G. For more information, please visit [www.mediavestww.com](http://www.mediavestww.com).