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Eric Bader Joins MediaVest USA as SVP, Director of Digital Connections

*Former OgilvyInteractive and CSTV Networks Executive
To Lead MediaVest Digital Practice*

New York, NY, March 30, 2006 – Eric Bader joins MediaVest as SVP, Director of Digital Connections, as announced by Laura Desmond, CEO, MediaVest USA. Bader officially assumes his post on April 3rd and reports to Desmond.

Bader will oversee MediaVest's digital investments for its clients including Coca-Cola, Continental Airlines, Kraft, Masterfoods and P&G. He will have direct management responsibilities of MediaVest's 35-person digital practice embedded within the client groups. The Digital Connections team provides planning, buying, strategy, execution and tracking investment capabilities across the rich spectrum of Digital platforms including advanced television, mobile, downloadable video, broadband and traditional online. Bader will also provide digital leadership throughout the larger MediaVest organization by implementing a company-wide training program designed to educate all employees and clients on emerging media opportunities.

"Eric, having worked at brand, agency and marketing companies, brings with him 15 years of new media leadership," says Desmond. "He is a dynamic, get-it-done professional and his work on IBM and American Express has earned him a reputation for being one of the top thinkers and activators in this space. We're thrilled to have him join our team."

"I can't think of a better place than MediaVest for building business value through digital means," says Bader. "To leverage digital platforms and reach the multitude of contact points available in this increasingly on-demand world, we're going to stay grounded in the fundamentals of building brands and customer value, constructing from a foundation of

direct response and relationship marketing. We're also going to break some rules and have a lot of fun with the medium."

Bader will be supported by MediaVest's digital client directors Damon Bethel, Mohan Renganathan and Amanda Richman as well as Jen Soch, dedicated to the Advanced Television space.

Prior to joining MediaVest, Bader built a solid legacy of leadership and innovation during his years at College Sports Television (CSTV) and OgilvyInteractive. Most recently, he operated Hound, a consultancy business he founded, specializing in online, e-commerce, content development and integrated marketing.

As SVP of CSTV.com and Online Enterprises as well as business development, Eric and his team built CSTV Networks' online, e-commerce and subscription businesses into a top-ten sports website and delivered CSTV.com's 2005 NCAA® March Madness On Demand, one of the largest Internet sports streaming events in history.

Before CSTV, Eric spent seven years at OgilvyInteractive, advising American Express, Cisco Systems, IBM, Motorola, Yahoo! and other top brands on how to best leverage interactive channels for optimal business growth. Other career highlights include a two-year stint as a strategy leader at Eagle River Interactive, one of the pioneering interactive services shops of the early days of digital marketing, and leadership work with Hasbro Interactive shepherding major brands like *Monopoly*, *Risk*, *Battleship*, and *Frogger* into highly-successful interactive games.

Eric is actively involved in organizations that incubate new forms of entertainment programming on digital platforms such as the E-Marketing Federation and the AFI Digital Content Lab. He will also have a seat on MediaVest's Leadership Council.

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, visit www.mediavestww.com.

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