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MediaVest's Julie Goldstein and Erin Harvey promoted to Vice President

NEW YORK – May 7, 2008 – Bill Tucker, CEO, MediaVest USA, announced today the elevation of Julie Goldstein and Erin Harvey to vice president.

Julie Goldstein, VP, Activation Director, MediaVest USA

Julie Goldstein oversees Strategic Properties for MediaVest's Coca-Cola client across all media, working on major programming such as American Idol, The Academy Awards, NASCAR, and the Olympics. Based in New York, Goldstein joined MediaVest in 2004 and reports to Dan Donnelly, SVP, Group AOR Director.

Erin Harvey, VP, Connections Director, MediaVest USA

Erin Harvey leads Coca-Cola's Truth & Design Group for several Coca-Cola brands, including Coca-Cola Classic. Harvey is responsible for total General Market planning, encompassing all multi-cultural segments on both local and national levels. Operating out of New York, she joined MediaVest in 2003, and reports to Erica Rosengart, SVP, Senior Connections Director.

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 *Connections That Captivate* 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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