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**Greg Warren Joins MediaVest USA as EVP, Managing Director**

*Former Account Director and Design Consultant to Lead Creative Alliance Efforts & Shopper Marketing Discipline*

New York, NY, April 3, 2006 – Greg Warren joins MediaVest as executive VP, Managing Director, effective today as announced by Laura Desmond, CEO, MediaVest USA. Warren, 45, reports to Desmond. In this newly created role, Warren will function as the lead relationship manager for advertising and brand agency initiatives. He is also charged with spearheading shopper marketing programs which include in-store, packaging and design solutions for MediaVest clients, accessing established Publicis Groupe resources in this practice. These responsibilities are in addition to oversight of client assignments including Capital One Financial.

"The addition of Greg Warren exemplifies MediaVest's commitment to evolving our talent capability for next-generation client service and expanding our scope of expertise to address the communications landscape of the future," says Desmond. "Greg's account management and design experience reflects the unique blend of skills and diversity needed to move towards and succeed in a world where everything communicates."

"The really creative, interesting parts of the communication industry have migrated to the media side over the past years. Today, it's the most exciting piece of the business," says Warren. "I'm excited to bring my ad agency and design skills to MediaVest and this side of the industry."

Warren brings over 20 years of agency and design experience to his new post. Most recently, he served as SVP, Managing Director, at i4design, where he oversaw strategic design solutions, with an emphasis on packaging, point of sale and corporate identity for

a diverse roster of clients. In this role, he gained significant new business as well as the first-ever AOR for Kellogg Snacks Division—work which went on to garner “best in class” recognition from Wal-Mart and helped the brand achieve more than 60% growth in year two revenue.

Warren also demonstrated his acumen for delivering results-driven, award-winning design solutions during tenure with Landor Associates, directing all agency work for the Global Frito Lay business and leading efforts into international markets, including overseeing retail branding, corporate identity, and new product ideation. The business more than tripled under his leadership. Warren spent several years of his career rising through the ranks of Leo Burnett, culminating in his role of SVP, Account Director, where he spearheaded strategy and development for Disney Foods and Beverages line and led an award-winning United Nations/Ad Council effort addressing the global AIDS crisis. Warren serves as a member of the MediaVest Executive Team.

### **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](http://www.mediavestww.com).

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