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**Heineken USA Names MediaVest Agency of Record for  
Dos Equis U.S. Media Planning and Buying Assignment**

*Adding to MediaVest's current media responsibilities on Heineken USA's principle brands,  
Heineken and Amstel Light*

November 17, 2004 – New York, NY– Heineken USA announced today that they have awarded the media planning and buying responsibilities for premiere brand, Dos Equis, to MediaVest USA after a competitive review. With this agreement, MediaVest USA will now be responsible for media planning and buying for three of Heineken's principle brands – Heineken, Amstel Light and now Dos Equis.

"MediaVest has demonstrated smart, consumer-based communications planning and innovative investment strategies that will help give us a competitive advantage in the adult beverage category", said Steve Davis, senior vice president of marketing, Heineken USA. "This decision is evidence of the trust and value we see in this partnership."

"Heineken USA has consistently delivered innovative, responsible marketing strategies and investments that truly resonate with their customers. MediaVest is proud to be a part of this winning heritage and equally excited to expand our agency of record partnership to now include Dos Equis, a premiere brand within their portfolio," said Laura Desmond, 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 worlds leading marketers including Heineken, Kraft, Masterfoods, P&G and The Coca-Cola Company.