



MediaVest™

FOR IMMEDIATE RELEASE

Contact:
Anita McGorty
MediaVest USA
212.468.3788
anita.mcgorty@mediavestww.com

MediaVest Forms Next-Generation Leadership Team

Impact Circle Leverages Cross-Level, Cross-Discipline Perspectives

New York, NY, September 2, 2008 —MediaVest today unveiled the Impact Circle, its Next Generation Leadership Team, as announced by Bill Tucker, Chief Executive Officer, MediaVest USA. The formation of this leadership body is part of MediaVest's strategic move to leverage talent in new ways, inject more innovative ideas and approaches to the business and activate agency-of-the-future leadership.

The Impact Circle tears down traditional hierarchical walls on which corporate leadership bodies are typically built. The 15 members of the Impact Circle were identified through an agency-wide call to top performers from all levels—from Junior Associate to Senior Vice President—and all functions spanning Truth & Design, Investment & Activation, Research, Operations—to establish a cross-section of the agency and inject the 360-degree perspective required to successfully deliver impact and results in today's media landscape.

"MediaVest is dedicated to delivering a culture of impact—both internally for our employees and externally with our work on behalf of clients. The Impact Circle will be a great springboard to advance this vision and these objectives," says Bill Tucker, Chief Executive Officer, MediaVest USA. "The Impact Circle also creates a context and a culture that invites active participation from all levels and tap into the knowledge, insights and energy of our brightest minds in throughout the organization."

The 2008/2009 Impact Circle appointees will serve a one-year term in which they will work closely with MediaVest's Executive Team to drive change within the agency and within the business.

MediaVest's 2008/2009 Impact Circle members are:

Jennifer Byrnes, Connections Associate Director

Brendan Clifford, Connections Manager

Megan Culler, Activation Associate

Jeffrey Gipson, Connections Associate Director

Rachel Greenspan, Activation Associate

Dan Kern, Connections Associate Director

Kimberly Lyons, VP, Innovation Director

Tania Martino, Connections Manager

Sarah Personette, VP, Connections Director

Shaun Rudy, Connections Manager

Vincent Sauvagnargues, SVP, Group Client Director

Scott Schwartz, Connections Associate Director

Jen Soch, VP, Activation Director, Advanced TV

Christine Stack, Staffing Manager, Human Resources

Rebecca Tumulty, VP, Operations Associate Director

About MediaVest

MediaVest, 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.

#