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**MediaVest SVP Kendra Hatcher Named One of
Advertising Age's "40 Under 40"**

New York, NY, July 23, 2007—**Kendra Hatcher**, SVP/Director of Consumer Context Planning for MediaVest USA, has been named to ***Advertising Age's*** 40 Under 40. The 2007 list recognizes outstanding executives under the age of 40 who are "finding new ways to make the web work, developing eco-friendly messages, fitting into lifestyle niches, and building on demographic and cultural connections as they reinvent media and marketing."

Known as the "culture vulture," Hatcher, 35, uncovers consumer insights on pop-culture trends before they go mainstream, using those findings to create inspirational consumer contact strategies for client Coca-Cola.

"Kendra knows what's going to happen ahead of the curve," says Nancy Mullahy, EVP/Managing Director for MediaVest. [She] has the "imagination of an artist and the diligence of a drill sergeant."

A member of MediaVest's multicultural recruitment, retention and education initiative, Hatcher serves on the Diversity Executive Council of Starcom MediaVest Group. Recognized by "Who's Who Among Black America," she has been featured in publications such as *Adweek* and *Black Enterprise*. Her quarterly column appears in *Media Magazine*.

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. Consistently delivering *Connections That Captivate* and industry-first initiatives and products, MediaVest's



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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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