



FOR IMMEDIATE RELEASE

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***MediaVest's Yaakov Kimelfeld and Jennifer Stebner
Elevated to Senior Vice President***

NEW YORK – August 21, 2008 – Bill Tucker, CEO, MediaVest USA, announced today the elevation of Yaakov Kimelfeld and Jennifer Stebner to Senior Vice President.

Yaakov Kimelfeld, SVP, Director, Digital Research & Analytics, MediaVest USA

Yaakov Kimelfeld is promoted from VP, Director, Digital Research & Analytics. He oversees research and analytics for MediaVest's digital practice. Based in New York, Kimelfeld has been with MediaVest since 2006, and reports to Amanda Richman, SVP, Digital Group Client Director, MediaVest USA.

Jennifer Stebner, SVP, Group Client Director, MediaVest USA

Jennifer Stebner is promoted from VP, Group Client Director. Stebner leads strategy for P&G's Sight, Sound and Motion AOR. Operating out of New York, she joined MediaVest in 2005, and reports to Lisa Donohue, President, Truth & Design Group, 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 *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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