

**FOR IMMEDIATE RELEASE**

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**Mattel Names MediaVest USA Media Planning Agency of Record**

NEW YORK - May 4, 2005 - MediaVest USA has been selected as media planning agency of record for Mattel Brands effective July 1, as announced today by Laura Desmond, CEO, MediaVest.

The planning assignment, which will be led by Tom Szczepanski, SVP, Managing Director, will be handled out of MediaVest's LA office. MediaVest will manage planning responsibilities for all Mattel Brands including Barbie, HotWheels, Matchbox, Scrabble, and UNO.

**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, please visit [www.mediavestww.com](http://www.mediavestww.com).

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