



MediaVest™

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***MediaVest's Erica Rosengart promoted to Senior Vice President;  
Melinda Cheng, Kristin Marquart, Anita McGorty, Doreen Szeto and Julian Zilberbrand  
promoted to Vice President***

NEW YORK – December 18, 2007 – Bill Tucker, CEO, MediaVest USA, announced today the elevation of Erica Rosengart to senior vice president, and Melinda Cheng, Kristin Marquart, Anita McGorty, Doreen Szeto and Julian Zilberbrand to vice president.

**Erica Rosengart, SVP, Senior Connections Director, MediaVest USA**

Erica Rosengart provides strategic direction across all brands in MediaVest's Coca-Cola assignment. Rosengart, who has been at MediaVest since 1997, will report to Nancy Mullahy, EVP, Managing Director.

**Melinda Cheng, VP, Connections Associate Director, MediaVest USA**

Melinda Cheng oversees integrated planning for P&G's Oral Care brands. Based in New York, Cheng joined MediaVest in 2005 and reports to Nicole Accordino, VP, Connections Director.

**Kristin Marquart, Connections Associate Director, MediaVest USA**

Kristin Marquart manages planning for P&G's Olay brands. Operating out of New York, she joined MediaVest in 2006, and reports to Karen Mlynarczyk, VP, Connections Director.

**Anita McGorty, VP, Corporate Communications Manager, MediaVest USA**

Anita McGorty manages media relations and internal communications for MediaVest. McGorty is based in New York. She has been with MediaVest since 2005, and she reports to Jill Kelly, SVP, Corporate Communications Director.

**Doreen Szeto, VP, Consumer Context Planner, MediaVest USA**

Doreen Szeto leads the development of consumer insights for MediaVest's P&G planning practice. Based in New York, Szeto joined MediaVest in 2002 and reports to Sarah Kramer, SVP, Communications Planning Director.

**Julian Zilberbrand, Digital Ad Operations Director, MediaVest USA**

Julian Zilberbrand manages ad operations for MediaVest's Digital Services. Operating out of New York, he joined MediaVest in 2004 and reports to Amanda Richman, SVP, Digital Director of Digital Services.

**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](http://www.mediavestww.com).

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