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**MediaVest Integrates Print and Out-of-Home into Agency's
Core Investment and Activation Practice**

*Donna Speciale to Oversee the Newly Expanded Unit, representing multi-billion dollars
in the US marketplace*

New York, NY, November 8, 2006 – MediaVest will expand its current *Investment and Activation* practice to now include Print and Out-of-Home units, as announced by Laura Desmond, CEO of Starcom MediaVest Group, The Americas.

MediaVest is structured to go to market as a fully integrated and bundled investment solution on behalf of its clients which includes Capital One, Coca-Cola, Comcast, Kraft and Masterfoods.

“The benefits of an integrated structure for our clients and agency are clear. It enables best practice sharing across media,” said Desmond. “With the consumer firmly at the center, we are quickly moving away from the commodity of traditional buying and aligning resources against a behavior-focused approach to investment, which is both strategic and quantifiable. This is an ownable approach for MediaVest and one that will give our clients clear advantages in the marketplace.”

In January 2006, MediaVest launched VIA (*Video Investment and Activation*), as the company's foundation and organizational go-to-market buying principle. VIA was developed as a “screen-neutral” structure to deal-making, driven by ideas and consumer consumption patterns versus pre-dollar allocation by channel. The next phase in the model is the integration of Print and OOH into the *Investment and Activation* umbrella, alongside Video.

The expanded Investment and Integration unit includes three personnel changes:

- Donna Speciale will expand her management responsibilities to include the growing areas of Print and OOH. Speciale's new title is **President of Investment and Activation** with VIA, Print (led by Robin Steinberg) and OOH (led by Norm Chait) now reporting into her.
- Christine Merrieffield, formerly Group Director at MediaVest, is promoted to the new position of SVP, Director of VIA and Operations. In this role, Merrieffield will focus on the operational duties of the VIA unit, and also function as a strategic management lead on select client businesses including Capital One.

- Anne Elkins, formerly of MediaCom, joined MediaVest on Oct 30th to replace Merriefield as SVP, Group Director having day-to-day investment oversight for key clients including Activision, UBS and Comcast.

“There is also great synergy and deal-making potential for our clients with this integrated model. It strengthens the final buying product as the center of ideas is even more multi-faceted with Print and OOH officially housed here,” said Speciale. “And on a practical level, having a centralized approach to investment better prepares us to make deals based on the reality of the marketplace.”

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, visit www.mediavestww.com.