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**MediaVest Is First Agency to Subscribe to Hybrid Research
Linking Print and Online Usage Behavior**

Net//MRI fused data resource measures relationship between traditional print outlets and 2,300 websites

NEW YORK – February 4, 2008 – MediaVest is the charter agency subscriber to Net//MRI, signaling agency's integrated focus to understand the relationship between online and offline usage.

MRI and Nielsen joined forces to combine their print and online currencies into one database, Net//MRI. The combined database intends to measure more accurately the print/online readership relationship and allow users to profile MRI targets (26,000 homes) against a 2,300 websites, compared to 40 using MRI alone.

"It's simply not realistic in today's market to rely exclusively on one source for one media, and another source for another media. Content travels and if it's compelling, consumers will follow," said Bill Tucker, CEO, MediaVest. "As consumers are increasingly going online to get the information they previously only had access to in print, it is paramount that we understand how this impacts usage behavior given this shift in consumption."

This combined database is updated every month. MediaVest will use this hybrid data to better inform the communications planning process and understand usage patterns between traditional print and its online counterparts.

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 Kraft, P&G and The Coca-Cola Company. For more information, please visit www.mediavestww.com.