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MediaVest Aligns Management Team to Further Enhance Client Focus

Newly formed Executive Committee to emphasize “clients, people and product”

April 27, 2004 – New York City, NY– Laura Desmond, CEO of MediaVest USA, today announces a major reorganization of the senior management team within MediaVest, N.Y.

As part of this change, three people have been elevated to Managing Director: Richard Beaven, Lisa Donohue, and Bill Tucker. These Managing Directors, along with Donna Speciale, President of US Broadcast, comprise the newly formed Executive Committee which Desmond will chair.

“The future of our industry lies in providing clients with holistic communications planning, strategic investments, and marketplace activation,” said Desmond. “The Executive Committee’s mission is to identify the talent, skills, and support to further elevate our client service capabilities and product quality. Ultimately, Donna, Richard, Lisa, and Bill, whose collective track record of leadership, innovation and client service speaks for itself, will enable MediaVest to stay on the leading edge of the consumer contact environment. They will ensure that we have the right resources to help our clients create a clear point of difference.”

Specifically, Richard Beaven will drive Consumer Connections and oversee the CCP (consumer context planning) discipline; Lisa Donohue oversees Integrated Communications; and Bill Tucker is charged with Client Services Development. Donna Speciale will continue in her existing role overseeing the broadcast and programming arm on behalf of all MediaVest clients.



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 Capital One, Kraft, Masterfoods, P&G, and The Coca-Cola Company.