



FOR IMMEDIATE RELEASE

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**Christine Merrifield-Wehrle Joins MediaVest USA as
Senior Vice President, Group Director**
To lead Paramount National Broadcast AOR

March 18, 2004 – New York, NY– Christine Merrifield-Wehrle today joins MediaVest New York as Senior VP, Group Director, overseeing the Paramount National Broadcast AOR as announced by Donna Speciale, President of Broadcast, MediaVest. She succeeds Oliver Dizon, who will assume a senior position in the sales planning group of ESPN. Merrifield-Wehrle, who reports to Donna Speciale, will have direct management responsibilities for the NY-based national broadcast team dedicated to servicing the Paramount business.

“Christine has an uncanny ability to push the boundaries on traditional methods of broadcast investment. In addition to being a respected and skilled negotiator, she is also a recognized innovator of cross platform deals, marketplace analysis models, and upfront projections across all national broadcast venues including network, syndication and cable,” said Speciale. “Her track record speaks volumes”.

Most recently, Merrifield-Wehrle held a top post as Senior Vice President of National Broadcast at MediaCom, where she oversaw the national buying AOR on GlaxosmithKline, Panasonic and Smuckers. Prior to this role, which she filled in 2002, she was Director of Media Sales at Warner Bros. Domestic Television Distribution from 1997-2002. Other positions held during her 16-year career include Group Director at



TN Media and National Broadcast Manager/Group Director at Grey Advertising.

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 and P&G, and The Coca-Cola Company