



MediaVest™

FOR IMMEDIATE RELEASE

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MediaVest Senior Vice President and Vice President Appointments

NEW YORK –June 22, 2009– Bill Tucker, CEO, MediaVest USA, today announced the elevation of James Kiernan, Melissa Paz, Sarah Personette, and Caroline Turner to Senior Vice President, MediaVest USA; and the elevation of Jennifer Byrnes, Jeff Chalmers, Monica Chen, Drew DeSantis, Kathleen Friel-McCartney, Cristina Marrus, Tecla Palli-Sandler, Sunayana Sarkar, and Dan Stubbs to Vice President, MediaVest USA.

James Kiernan, SVP, Group Director, MediaVest USA

James Kiernan leads MediaVest's 28-person P&G Digital Group, overseeing digital communications strategy, and investment and activation for P&G brands. Kiernan joined MediaVest in 2004. Operating out of New York, he reports to Amanda Richman, EVP, Director of Digital Services, MediaVest USA.

Melissa Paz, SVP, Group Director, MediaVest USA

Melissa Paz leads communications planning for Comcast Entertainment Group. She joined MediaVest in 2007. Operating out of Los Angeles, Paz reports to Brent Poer, SVP, Managing Director, MediaVest Los Angeles.

Sarah Personette, SVP, Group Director, MediaVest USA

Sarah Personette oversees MediaVest's Mars AOR, guiding a team of 40+. Personette joined MediaVest in 2007. Operating out of New York, she reports to Tim Castree, EVP, Managing Director, MediaVest USA.

Caroline Turner, SVP, Director of Business Affairs, MediaVest USA

Caroline Turner provides legal oversight of MediaVest client and vendor agreements. Turner joined MediaVest in 1998. She operates out of New York, and reports to Brian Terkelsen, President, *connectivetissue*, MediaVest USA.

Jennifer Byrnes, VP, Connections Associate Director, MediaVest USA

Jennifer Byrnes leads communications planning for Continental Airlines and is a member of MediaVest's cross-level, cross-discipline leadership team, the Impact Circle. She joined MediaVest in 1999, is based in New York, and reports to Jen Karayeanes, SVP, Group Client Director, MediaVest USA.

Jeff Chalmers, VP, Connections Director, MediaVest USA

Jeff Chalmers leads communications planning for Kraft's cookie brands. Based in New York, Chalmers has been with MediaVest since 2008. He reports Joe Warren, SVP, Group Client Director, MediaVest USA.

Monica Chen, VP, Connections Associate Director, MediaVest USA

Monica Chen leads communications planning for Kraft's cracker brands. With MediaVest since 2001, Chen operates out of New York and reports to Joe Warren, SVP, Group Client Director, MediaVest USA.

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Drew DeSantis, VP, Connections Director, MediaVest USA

Drew DeSantis leads the coordination of strategic communications planning for all Comcast's Southern local market operations. DeSantis is based in New York and reports to Andrea Cancro, SVP, Group Client Director. He joined MediaVest in 2001.

Kathleen Friel-McCartney, VP, Associate Director of Digital Operations, MediaVest USA

Kathleen Friel-McCartney oversees operations for MediaVest's digital buying capability. Based in New York, Friel-McCartney reports to Stephen Poulin, SVP, Group Director of Operations. She joined MediaVest in 2000.

Cristina Marrus, VP, Connections Associate Director, MediaVest USA

Cristina Marrus leads communications planning for Avon. Operating out of New York, Marrus came to MediaVest in 2003. She reports to Dave Leitner, SVP, Connections Director, MediaVest USA.

Tecla Palli-Sandler, VP, Associate Human Resources Director, MediaVest USA

Tecla Palli-Sandler provides Human Resources support across MediaVest USA's New York, Chicago and Los Angeles offices. Based in New York, she has been with MediaVest since 2007, and reports to Bernard Bedon, EVP, Human Resources/Talent and Innovation Director, Starcom MediaVest Group.

Sunayana Sarkar, VP, Associate Director, MediaVest USA

Sunayana Sarkar coordinates media duties for MediaVest's global Coca-Cola network. With MediaVest since 2000 and based in New York, she reports to Kevin Malloy, EVP, Global Client Managing Director, Starcom MediaVest Group.

Dan Stubbs, VP, Associate Director, Connections Research & Analytics, MediaVest USA

Dan Stubbs leads the development of new campaign evaluation approaches for Kraft. With MediaVest since 2004, he reports to Cara Berman, VP, Director, Connections Research & Analytics, MediaVest USA, in New York.

About MediaVest

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Consistently delivering *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.

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