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Norm Chait Joins MediaVest USA as VP, Director of Out-of-Home Services

*Charged with building and integrating practice into client services units in
New York and Los Angeles*

NEW YORK - March 24, 2005 - Laura Desmond, CEO, MediaVest USA, announced today that Norm Chait has joined MediaVest as VP, Director of Out-of-Home Services. Chait, 34, reports to Bill Tucker, EVP, Managing Director.

Based in New York, Chait succeeds Nancy Hale, SVP, Media Director who is taking a leave from the advertising industry to pursue personal interests. Chait is charged with building MediaVest's Out-of-Home buying and planning practice, a unit designed to be integrated within the overall strategy and investment client services teams based in Los Angeles and New York. In addition to overseeing the business development and strategic direction of the Out-of-Home team, Chait will ensure the highest quality of product working with MediaVest's clients including Continental, Ernst & Young, Kraft, Heineken, among others.

"Norm's twelve years of experience is a unique blend of strategic media planning and tactical buying and negotiation skills," said Desmond. "His proven track record of building integrated, multi-platform communications programs is a direct result of his dual training and makes him perfectly suited for this role."

Most recently, Chait was Senior Partner, Group Planning Director, at Mindshare's The Wow Factory. There, he oversaw all strategic planning and buying responsibilities related to non-traditional media for clients including American Express, Unilever, Bristol-Myers Squibb, and Yahoo.

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.

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