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**MediaVest USA expands Entertainment Marketing Capabilities; Peter Demas, formerly of MTV Networks, Joins as VP, Director of Production**

*The Entertainment Marketing unit has created and produced over 100 minutes of original programming including the first animated primetime 'showmercial'*

New York, NY, Jan 26, 2005 – Peter Demas has joined MediaVest as VP, Director of Production, as announced by Brian Terkelsen, Senior VP, Director of Entertainment Marketing.

Demas, age 42 who reports to Terkelsen, will lead the strategic development, creative oversight, and production process for branded entertainment initiatives on behalf of MediaVest clients.

"Peter's professional background is a balanced blend of creative and production experience and proven business acumen," said Terkelsen. "His pioneering approach to entertainment solutions will further propel our growth as we continue to develop original programming that engages with our clients' consumers."

Demas has over 15 years of entertainment marketing experience, including 12 years at MTV Networks where he served as supervising producer/director of the pioneering *Rockumentary* series and launched MTV & VH1's Home Entertainment division worldwide. Most recently, Demas held the post of Principal Creative Executive, Little Biggies, LLC, where he created programming and media strategies for a variety of companies including Rodale Publishing and Firemenich.

"I'm excited to be a part of a company that embraces change and advocates new ways of thinking when it comes to connecting with consumers," said Demas.

**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](http://www.mediavestww.com).