



MediaVest™

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***Robin Seidner D'Elia joins MediaVest USA as SVP, Group Director,  
connectivetissue***

*Former SVP, New Line Cinema to join agency's branded entertainment group*

New York, NY, October 7, 2008— Robin Seidner D'Elia joins MediaVest as Senior Vice President, Group Director, *connectivetissue* effective immediately as announced today by Bill Tucker, CEO, MediaVest USA. Seidner D'Elia will be responsible for driving new business and client partnerships for *connectivetissue* and will oversee development and production of the group's media marketing programs. She reports to Brian Terkelsen, Executive Vice President, Managing Director, *connectivetissue*.

*connectivetissue* provides branded entertainment services to MediaVest's clients. The unit develops consumer connections through branded content rather than traditional messaging, such as :15 and :30 second spots.

"Tomorrow's media necessitates a commitment to finding new ways of bringing brands and entertainment together," Tucker said. "Robin's career-long focus on innovation in branded integration ensures that MediaVest can get to the future first by reaching consumers in engaging, meaningful ways."

Since its founding in 2004, *connectivetissue* has produced over 5,000 minutes of original programming for clients, including Kraft Food's "Trail Mix Crunch Alaskan Adventure Challenge," which broadcast on Discovery Channel's 2008 Alaska Week, Mars' M&M characters in-show appearances as co-hosts on "Entertainment Tonight," and Procter & Gamble's "My Life As A Cover Girl," a branded accompaniment to "America's Next Top Model."

"Robin and *connectivetissue* both have outstanding track records of entertainment marketing and product integration across all platforms," said Terkelsen. "Robin's experience in producing original television content in support of film marketing enhances *connectivetissue's* capability to create high-quality, consumer-focused entertainment that works for brands."

Seidner D'Elia comes to MediaVest after 13 years at New Line Cinema, where she most recently served as Senior Vice President, National Television Promotions and Marketing. In this position, she collaborated with broadcast, basic cable, pay cable and VOD networks to

connections that  
capture



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produce and activate programming in support of New Line's theatrical releases, as well as their Licensing, Home Entertainment, Music and International product. At New Line, Seidner D'Elia contributed to the success of a number of hit films including *Austin Powers*, *Hairspray*, *The Lord of the Rings Trilogy*, *Sex and the City* and *Wedding Crashers*.

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

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