



For IMMEDIATE RELEASE

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**Robin Steinberg Joins MediaVest as Vice President,
Director of Print Services to head newly formed
Print Services unit**

April 12, 2004 –New York City, NY– Robin Steinberg joins MediaVest as Vice President, Director of Print Services to lead and grow the newly formed print services unit based in New York as announced today by Laura Desmond, CEO of MediaVest. Steinberg reports directly to Bill Tucker, EVP, Managing Director, MediaVest.

Steinberg is charged with developing strategically-based, tailored print media programs for MediaVest clients and integrating this discipline within the AOR strategy and investment teams. This print dedicated unit, expected to be fully operational by June of this year, will be servicing both existing and prospective MediaVest clients.

“Robin is simply a dynamic professional in the world of print services. She has a talent for identifying just the right opportunities for her clients among the myriad of print options”, said Desmond. “I am confident that our clients will benefit from her experience and her ‘tough but fair’ reputation.”

Most recently, Steinberg was VP, Director of Pfizer Print Services of Carat USA. Prior to her five years at Carat, Steinberg held senior print services positions at Paragon Media working on Pfizer, Inc. and at Avrett, Free & Ginsberg working on



American Home Products, Bausch & Lomb, and Johnnie Walker.

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, The Coca-Cola Company, Kraft and P&G.