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**Sasa Savic Joins Starcom MediaVest Group
as EVP, Global Managing Director, P&G**

*Former Universal McCann Executive To Lead
SMG/P&G Global Relationship*

New York, NY, June 19, 2006 – Sasa Savic joins Starcom MediaVest Group as executive VP, Global Managing Director, P&G, effective today as announced by Renetta McCann, CEO, Starcom MediaVest Group. In this role, Savic will be responsible for leading the SMG/P&G global assignment which currently spans 50+ markets worldwide.

"Sasa Savic has a proven track record of building multinational brands. He's also an expert in driving digital solutions—which is a critical component to our agency's success," said McCann. "Further, with his unique and expansive global marketing background, he's equally skilled at understanding unique local market cultures, the role of the consumer in our changing marketing landscape, and activating ideas that have global impact and appeal."

Savic brings over 15 years of media experience working on leading marketers such as DuPont, Intel, MasterCard and Microsoft to his new post. Most recently, he served as EVP, Director of Global Accounts, at Universal McCann, where he led their key global assignments.

"My career has been dedicated to activating communication programs on the global stage for leading marketers, said Savic. "I'm excited to put this expertise to work for a premiere marketer like P&G and a cutting-edge communications companies like SMG and MediaVest whose reputations for innovation and excellence precedes them."

Savic began his career in media as a radio and television presenter for a number of years in Sarajevo before joining Universal McCann's Prague office as Managing Director.

About Starcom MediaVest Group

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group (www.smvgroup.com) encompasses an integrated network of highly specialized consumer contact companies. SMG's global organization includes strategic marketing communication architects who are highly specialized in media management, response media, internet and digital communications, as well as multicultural, entertainment, sports sponsorship and event marketing and media. With nearly 3,500 employees in 89 markets worldwide, SMG delivers brand-building results for many of the world's leading companies.

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