



MediaVest™

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Donna Speciale Takes On Expanded Agency Role

Adds Executive Leadership of MediaVest LA and Human Resources Initiatives

June 3, 2009 – New York, NY– Effective immediately, Donna Speciale is appointed President, Investment & Activation, Agency Operations, and will assume select agency operation duties including executive oversight of MediaVest Los Angeles, as well as leadership of Human Resources initiatives to drive operational excellence, as announced by Bill Tucker, CEO, MediaVest USA, today. Speciale reports to Tucker in this role.

In addition, Speciale will continue to lead MediaVest's Investment & Activation arm responsible for marketplace investment across all media. She also serves on the agency's Executive Management Team.

Speciale, joined MediaVest in 2003 to head the agency's broadcast investment unit. She went on to launch and lead the agency's Video Investment and Activation (VIA) practice, followed by her expanded Investment & Activation duties.

"Donna is a proven industry leader and visionary and has driven revenue for the company through establishing an investment center of excellence. Both our agency and our clients will benefit from her broader, agency-wide impact," said Tucker.

About MediaVest

MediaVest, 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.

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