



FOR IMMEDIATE RELEASE

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**Tom Szczepanski Joins MediaVest USA as Senior VP,
Managing Director of Los Angeles Operations**

August 13, 2003 – Los Angeles, CA– Tom Szczepanski joins MediaVest LA as Senior VP, Managing Director, effective August 25th as announced by Laura Desmond, CEO, MediaVest. He succeeds Ron Vazzano who left MediaVest LA after 19 years of service to pursue other interests.

Szczepanski, who reports to Renee Milliaressis, President of Strategy, MediaVest, will have direct management responsibilities for the 20+ personnel LA office. He will oversee all aspects of the operations including client relations, product quality, strategic research initiatives, and planning and buying services, working with a diverse suite of clients including Activision, DIRECTV and NBC.

“With more than 20 years of experience and an enviable new business record, Tom brings a wealth of talent and industry knowledge to our organization and our clients,” said Desmond. “He clearly demonstrates a passion for bringing innovation and consumer insight to the forefront of the planning and buying process– critical for today’s complex market.”

Most recently, Szczepanski held the top post as General Manager of Universal McCann Los Angeles office for the last 5 years. Previously, he held senior positions at Messner Vetere Berger McNamee Schmetterer/EURO RSCG (*Media Planning Director, '91-'98*), Chiat/Day (*Associate Media Director, '88-'91*) and Ally & Gargano, Inc. (*Group Head, '85-'88*).

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.