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MediaVest USA and Droga5 Lead Advertising Industry's Efforts to Raise \$1 Million for UNICEF's Tap Project

117 Industry Partners Join Forces, Securing Millions of Dollars of Pro Bono Media

New York, NY, March 19, 2009— MediaVest USA and Droga5 are once again leading the advertising industry's support of UNICEF's Tap Project aimed at bringing clean drinking water to millions of children around the world. At the heart of the effort is the campaign promoting World Water Week, March 22-28, 2009, which looks to raise awareness and \$1 million of donations for the cause.

For the second year, MediaVest USA is the lead media agency and Droga5 the lead creative agency on the campaign, spearheading the national campaign efforts, working with 117 industry partners—94 media vendors and 23 agencies. MediaVest's efforts are on target to far exceed the estimated \$5 million of pro bono national media secured for the 2008 Tap Project campaign. *(See Appendix for full list of contributors to date.)*

"It's inspiring to witness the heart that our company and our industry have for this amazing cause. It demonstrates the incredible impact we can have when we unify and leverage our collective talents and resources," says Marla Kaplowitz, EVP, Managing Director, MediaVest USA. "We're extremely grateful to the many vendors who answered the call to "Donate Media, Save Lives" and generously provided pro bono media to the Tap Project, as well as our agency partners who dedicated talent resources."

"I think it's fair to say that the enormous inter-agency cooperation we've been a part of on the Tap Project is unprecedented in the advertising industry, and it's been privilege to work with MediaVest as we continue to extend this critical campaign. Their tireless and extensive work has been the glue that's literally kept the whole thing together," says Andrew Essex, CEO, Droga5.

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connections that
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Started as a grassroots effort in 2007, the 2009 Tap Project expands on last year's success in which the agency and media partners secured nearly 1 billion national media impressions and millions of dollars worth of national and local media that led to \$855,000 of donations to the Tap Project. Further, the campaign drew accolades for Public Service Announcement advertising at the 2008 Cannes Lions International Advertising Festival. This year, the Tap Project broadened its national campaign and extended efforts to Canada as well.

If interested in donating to the Tap Project you can do so by:

- Dining at a participating Tap Project restaurant during World Water Week (list of participating restaurants at tapproject.org) and donating \$1 or more for tap water normally provided for free.
- Donate at tapproject.org or text "TAP" to 864233 (UNICEF) to make a \$5 donation.

About Droga5

2007 *Creativity* magazine Agency of the Year, Droga5 is the independent New York-based firm headed by former Publicis Worldwide Creative Chairman David Droga. The award-winning agency, which was founded in 2006, now counts as its clients Puma, Activision, Method, TNT, Coca Cola, MTV, Rhapsody, UNICEF, the New Museum of Contemporary Art, and The Great Schlep, among others. In 2007, the agency opened an office in Sydney, Australia. For more information, please visit the company's web site at www.Droga5.com.

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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Appendix

Partners Donating Pro Bono Media (as of March 17, 2009)

- AdSpace
- AURN
- BET
- BlackAmericaWeb.com
- cafemom.com
- CBS
- CBS
- CC Airports
- ClearChannel Radio
- CNN Airport Network
- CNN.com
- Collective Media
- Crystal Radio Netowks
- Dedicated Media
- Dial Global
- Discovery.com
- Dr. Phil -
- E! News
- Ebonyjet.com
- Encompass
- Entertainment Tonight -
- Eonline
- ESPN.com
- Essence
- Everyday Health
- EW
- Extra -
- eyeblaster
- Fit Pregnancy Magazine
- FOX Digital Media
- Free411
- Glam Media
- Gorilla Nation
- Hallmarkchannel.com
- HBCU Connect
- IGN Network (IGN, AskMen, Rotten Tomatoes)
- imeem
- Interactive One
- Lamar
- Lifetime Fitness
- MapQuest
- MarthaStewart.com
- Men's Fitness Magazine
- Meredith Interactive
- Mesmerize
- Metro Traffic
- momlogic.com - he .com)
- MSN
- Natural Health Magazine
- NBCSports
- NetPulseOnSpot
- Pandora
- Parade
- People
- People Style Watch
- Platform A (AOL and Ad.com)
- Premiere Radio Networks
- Print International
- Rachel Ray Show -
- Radio Disney
- Reuters.com
- Rodale
- Satellitte Radio
- Screenvision
- SeeSaw
- Shape.com
- Specificmedia.com
- Spectacolor
- Sports Illustrated
- Star
- Star Magazine
- Starmedia
- Telemundo.com
- The Ellen DeGeneres Show
- The Martha Stewart Show
- The Tyra Banks Show
- Thrillist
- Time Magazine
- Tremor Media
- Ubiquitous
- Univision.com
- USA Today
- USA Weekend
- valueclickmedia.com
- Van Wagner
- Vector
- VH1
- WebMD
- Westwood One
- WSJ
- WSJ.com
- Yahoo!
- Zoom