



MediaVest™

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Contact:
Sam Biederman
MediaVest USA
212-468-3260
Sam.biederman@mediavestww.com

Executive Elevations at MediaVest

Brian Terkelsen and Greg Warren Promoted to President

June 5, 2009 – New York, NY– Bill Tucker, CEO, MediaVest USA, today announced the elevation of Brian Terkelsen to President, *connectivetissue*, MediaVest USA, and Greg Warren to President, Client Services, MediaVest USA, effective immediately. Terkelsen reports to Donna Speciale, President, Investment & Activation, Agency Operations, MediaVest USA. Warren reports to Tucker.

Previously EVP, Managing Director, Terkelsen will focus on expanding MediaVest's content creation capabilities. Terkelsen, who joined MediaVest in 2003, built and leads MediaVest *connectivetissue*, the agency's brand-in entertainment practice. Today *connectivetissue* includes 18 producers and is regularly celebrated as the gold-standard in entertainment marketing, most recently with an Emmy nomination for its Dove Chocolate VOD Channel work. In addition, Terkelsen provides broader agency leadership as part of MediaVest's Executive Team.

In his new role, Warren, previously EVP, Managing Director, will oversee the agency's Client Services capability, with a focus on tools and training that foster a culture of client services excellence and elevate it as a discipline. Warren joined MediaVest in 2006. He will continue to steward Walmart, Capital One and Sunny D AORs and provide executive leadership for MediaVest's Shopper Marketing practice. With this elevation, Warren expands his oversight to include additional client and capability roles. He also serves as a member of MediaVest's Executive Team.

"Content creation and client services continue to be key drivers of our success. The elevation of Brian and Greg, both veterans in their areas of expertise, reflect our commitment to expanding and evolving these capabilities," 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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