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**Brian Terkelsen Joins MediaVest as Senior VP,
Director of Entertainment Marketing**

To explore new avenues and identify unique opportunities for customer contact in the entertainment space for MediaVest clients

New York, NY, Nov 17, 2003 – Brian Terkelsen has joined MediaVest as Senior VP, Director of Entertainment Marketing. Terkelsen reports to Mel Berning, President, US Broadcast, MediaVest USA.

Terkelsen, 40, has 13 years of entertainment marketing experience working with MTV, ESPN and Discovery Channel. In 1995, he served as Executive Producer on MTV *Eco-Challenge* and ESPN *Extreme Games*. He also co-produced Discovery Channel's *Eco-Challenge* on-site in British Columbia (1996) and Australia (1997).

Terkelsen's passion for adventure racing began in 1992 when he co-founded Eco-Challenge Lifestyles, Inc. where he introduced, developed and marketed the sport of adventure racing to television networks and corporate sponsors. He also created the official Eco-Challenge website– www.ecochallenge.com– for which he produced live *Eco-Challenge* event coverage in 1996.

"Brian's charge is to develop entertainment marketing solutions for our clients, simultaneously leveraging relationships, consumer understanding and brand knowledge," said Berning. "Brian has the perfect balance of marketing and programming experience. He knows the industry, and the industry knows him. He is a tremendous leader and innovator and is uniquely qualified to evolve and drive our already powerful programming offering."

Most recently, Terkelsen was General Manager of Be Here Technologies, Inc., where he directly managed the Sales, Marketing and Production Groups as well as oversee the sale of broadcast services to Entertainment Tonight, NBC, NBA, 2002 Winter Olympics and HBO Sports. Prior to this, he served three years (1998-2001) as Group General Manager of Quokka Sports, Inc. where he conceived and negotiated programming deals in the adventure and sailing space.

About MediaVest USA

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 Kraft, P&G and The Coca-Cola Company.