



MediaVest™

FOR IMMEDIATE RELEASE

Contact:

Sam Biederman
(212) 468-3260
sam.biederman@mediavestww.com

***Timothy Castree joins MediaVest USA as EVP, Managing Director
Former Leo Burnett Sydney CEO to Lead Mars and Wendy's AORs***

New York, NY, June 11, 2008— Timothy Castree joins MediaVest as Executive Vice President, Managing Director, effective immediately as announced today by Bill Tucker, CEO, MediaVest USA. Castree will lead MediaVest's AORs for Mars and Wendy's. Castree reports to Tucker and will serve on MediaVest's Executive Team.

"MediaVest's first priority is innovative, client-centric work," said Tucker. "Tim's track record and experience exemplify this outlook. With his years of experience across the globe, he promises to bring a new perspective to MediaVest's continuing effort to match outstanding client service with game-changing product."

Castree brings nearly 20 years in media and advertising to the new position. Most recently, Castree served as Managing Director and CEO of Leo Burnett Sydney, where he worked with such clients as Procter & Gamble, McDonalds, and Subaru. Under his leadership, Leo Burnett Sydney became Australia's most-awarded agency at the Cannes Advertising Festival in 2007.

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. 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.

###

connections that
captivate