



MediaVest™

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***Tricia White joins MediaVest USA as SVP, Director,  
Human Resources***

*MediaVest continues to invest in Talent Management;  
expands Human Resource Capability*

New York, NY, Jan 7, 2007— Tricia White joins MediaVest as Senior Vice President, Director of Human Resources effective immediately as announced today by Bill Tucker, CEO, MediaVest USA. White is charged with overseeing strategic aspects of Human Resources with a specific focus on management counsel, employee development, and employee relations. White, 44, reports to Tucker.

“Today’s reality demands a dramatic rewrite in how companies create and protect a talent-focused culture,” said Tucker. “Tricia brings a unique perspective to managing talent in a competitive market. Her expertise will help create and further develop a sustainable talent acquisition and retention model that will foster long term growth for MediaVest.”

White brings over 15 years of Human Resources and talent development experience to her post. Most recently, White served as Senior Director of Enterprise Talent Management for CIGNA, where she oversaw a staff of 50, instituted a global strategy for talent acquisition, as well as designed and implemented systems for talent identification and development.

**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](http://www.mediavestww.com).

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