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MediaVest

Bill Tucker Named Chief Executive Officer of MediaVest USA

NEW YORK – May 1, 2007 – Laura Desmond, Chief Executive Officer of Starcom MediaVest Group, The Americas, today announced that Bill Tucker, 47, President of Client Service and Agency Operations of MediaVest USA, has been named Chief Executive Officer of MediaVest USA, effective June 4.

With this move, Tucker, who will report to Desmond, oversees the media planning, investment and activation of some of the leading brands in the world including Kraft Foods, Masterfoods, P&G and Wal-Mart and managing a workforce of more than 700+ employees located in New York, Chicago and Los Angeles.

“Bill is the right man for the job. His leadership qualities both inspire and motivate teams to deliver the impossible. His client relationships and management skills have built multinational businesses. And his unique ability to lead a compelling, integrated product, with equal focus on strategy, planning and investment, is second to none,” said Desmond. “Needles to say, his impact on MediaVest, its clients and employees is, and will be, tremendous.”

Tucker brings 22 years of communications and media experience and an expansive roster of client management expertise to his current post. He joined MediaVest (which operated under the name TeleVest at the time) in 1997 as evp, director of the P&G AOR, and in 2001 was instrumental in Kraft Foods' media consolidation at MediaVest, overseeing the AOR's successful start up and growth. In the past 6 years, Tucker also oversaw the launch and growth of MediaVest's Print operation, which now ranks in the top five print investment units in the US; an OOH investment unit, which saw double-digit billings increase in 2006; as well as the expansion of the MediaVest Los Angeles operation which has seen significant new business in 2006—most recently Public Storage, E! Networks and Mattel.

In June of 2006, Tucker was elevated to president, client service and agency operations of MediaVest, a role in which he oversaw the quality of MediaVest's talent management and development, agency operations including SOX compliance and financial growth, and overall strategic agency initiatives.

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The MediaVest Executive Team, including Donna Speciale (President of Investment and Activation), Lisa Donohue (EVP, Managing Director), Jim Kite (EVP, Director of Insights, Research and Accountability), Sasa Savic (EVP, Managing Director) and Greg Warren (EVP, Managing Director) now reports to Tucker.

“MediaVest has a dynamic heritage of driving change and delivering innovation,” said Tucker. “In the months to come, my priority will be building on the cornerstones that have made MediaVest the agency of the future: infusing a digital mindset throughout the organization and evolving our world-class talent, capabilities and next-generation client service offering.”

Prior to joining MediaVest, Tucker was EVP, Media Director for N.W. Ayer & Partners, where he led Ayer Media units in New York and Chicago.

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. 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, Masterfoods, P&G and The Coca-Cola Company. For more information, please visit www.mediavestww.com.

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