



22nd April 2009

**SMG Named “Media Agency Network of the Year” at the 2009
Valencia Festival of Media Awards**

Global network wins six awards and 19 shortlist honours

Starcom MediaVest Group has been named the "Media Network of the Year" at the Festival of Media Awards in Valencia, Spain as announced at the closing awards ceremony on Tuesday, April 21.

SMG's global network captured six honours across Jury, Campaign and Media Owner awards. In addition, SMG had 19 shortlists entering the final round of judging, topping all submitting networks and agencies. This is the first year the Festival of Media has presented awards.

"I am incredibly proud of our network's performance at the Festival. To be recognised on a global stage competing against the best in the industry *and* be the first network to receive the coveted title of "Media Agency Network of the Year" at this prestigious venue is truly an honour," said Laura Desmond, Global CEO, Starcom MediaVest Group. "And behind this honour, is an incredible team of talent at SMG who truly are the best at what they do, because they believe in the product. The results speak for themselves."

SMG won in four major categories. In the Jury Awards for Media Effectiveness, which highlight campaigns that have delivered the most value for the client, Starcom India's work for P&G on "How Rural India Grew to Love Tide and Head & Shoulders," and SMG UK's "Crème Egg Goo" for client Cadbury, were honoured.

Second, SMG was recognised as both "winner" and "highly commended" in the Best Use of the Digital Landscape category for Starcom Norway's "Norges Kreativ Fagskole" and SMG UK's Cadbury "Crème Egg Goo", respectively.

Third, in the Best Consumer-Driven/Community Campaign category, Starcom Poland's "Fanta Flirt" campaign received the Highly Commended honour.

And last, in the media owner category, SMG Italy received a joint award with Microsoft Advertising for "Local Deal of the Year" for work on behalf of The Coca-Cola Company.

MediaCom and Mindshare were Runner's Up for Media Agency of the Network title.

Contacts:

Jill Kelly
Starcom MediaVest Group
(212) 468-3828
jill.kelly@smvgroup.com

Lena Petersen
Starcom MediaVest Group
(312) 220-4169
lena.petersen@smvgroup.com

For more information on the awards, including a full listing of shortlist honours, please visit <http://www.festivalofmediaawards.com>



About Starcom MediaVest Group

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group encompasses an integrated network of nearly 5,300 contact architects specialising in media management, internet + digital communications, response media, entertainment marketing, sports sponsorships, event marketing and multicultural media. A subsidiary of Paris-based Publicis Groupe (www.publicis.com), SMG's network of 100 offices in 67 countries works in service to some of the world's leading companies, and stewards many of the best loved brands on the planet. For more information, visit www.smvgroup.com.