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**Steven Wolfe Pereira Joins MediaVest USA as SVP, Managing Director,  
Forty-Two Degrees at MediaVest**

*MV42°, the multicultural-focused unit within MediaVest USA based in New York City, is the second ranked multicultural agency in the U.S.*

**New York, NY, February 1, 2010**— Steven Wolfe Pereira joins MediaVest as Senior Vice President, Managing Director of Forty-Two Degrees effective immediately. Wolfe will co-lead MV42° – MediaVest’s multicultural marketing unit – with SVP, Managing Director Caleb Windover. Wolfe is charged with leading holistic multicultural communications planning for the agency and will also be the multicultural lead on the newly formed Kraft Foods One Team. Wolfe operates out of New York and reports to Monica Gadsby, CEO of SMG Multicultural/Latin America.

“As MV42° continues to experience rapid growth, we are expanding our management team to better respond to clients’ growing needs and opportunities,” said Gadsby. “Steven is a great addition to the group and his strategic focus on client performance and digital innovation, coupled with that of Caleb’s expertise in the industry, will elevate the level of work at MV42°.”

“Having served in leadership positions in the media, technology and finance industries, Steven is uniquely-positioned to help clients understand the business value of multicultural consumers and how best to tap into this powerful growth market,” said Bill Tucker, CEO, MediaVest USA. “His invaluable insight and wealth of experiences will be an incredible asset to MediaVest’s continued commitment to multicultural marketing and our total market approach.”

Wolfe brings over 15 years of experience to his post. Most recently, he served as Vice President of Partnership Marketing at Univision Communications Inc., where he was responsible for cross-platform client solutions and branded entertainment. Over his career, Wolfe held management positions at leading technology and financial services companies including Akamai Technologies, Platinum Partners and Violy, Byorum & Partners. He began his career as an investment banker at Salomon Smith Barney in their Financial Entrepreneurs Group.

A Dominican-American actively committed to education and diversity, Wolfe serves on several non-profit boards including the Claudio Reyna Foundation, the Dominican Republic Education and Mentoring (DREAM) Project and Sponsors for Educational Opportunity (SEO). He earned a B.A. with honors from Tufts University, was a Fulbright Scholar and completed the Greater Boston Executive MBA Program at MIT’s Sloan School of Management.

**About MV42**

Forty Two Degrees at MediaVest (MV42), launched in March 2007, is the newest multicultural media agency within the SMG Multicultural family, which also includes Tapestry. Based in New York to closely align with general market counterpart MediaVest, MV42 focuses consumer programs on Hispanic, African American, Asian, and emerging market strategies. The agency name is a reference to the specific angle that sunlight is refracted in a prism to create a spectrum of color – essentially, the colors of a rainbow.

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