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SAATCHI & SAATCHI NAMED AOR FOR MEAD JOHNSON IN U.S.

Digitas to Handle Interactive Duties

NEW YORK - November 19, 2009 - Saatchi & Saatchi has been named agency of record (AOR) for Mead Johnson Nutrition's Enfamil brands in the United States. Mead Johnson will continue its existing regional relationships with Saatchi & Saatchi in Asia and Latin America.

Saatchi & Saatchi New York will navigate the business across all media, including brand and CRM, supported by partner Digitas, who will drive the interactive digital marketing activities, including online and offline media buying and planning. The U.S. business was awarded after a formal review, and billings are currently undisclosed.

Mary Baglivo, Saatchi & Saatchi CEO New York and Chairman & CEO Americas, noted, "We're inspired by Mead Johnson's commitment to the healthy development of infants and children and look forward to helping build even deeper levels of confidence and trust in their extraordinary nutritional brands among consumers and health care professionals."

"We're thrilled to be partnering with Saatchi to help build the Enfamil brand, whose products benefit so many families across the U.S. and around the world," said Seth Solomons, Global CMO for Digitas.

About Mead Johnson

Mead Johnson, a global leader in pediatric nutrition, develops, manufactures, markets and distributes more than 70 products in 50 markets worldwide. The company's mission is to create nutritional brands and products trusted to give infants and children the best start in life. The Mead Johnson name has been associated with science-based pediatric nutrition products for over 100 years.

The company's "Enfa" family of brands, including Enfamil® infant formula, is the world's leading brand franchise in pediatric nutrition. For more information, go to meadjohnson.com.

About Saatchi & Saatchi

Saatchi & Saatchi NY (www.saatchiny.com) is the largest agency in the 150-office Saatchi & Saatchi global network, part of Publicis Groupe. It handles the Miller High Life, I Love NY Tourism Board and JCPenney businesses as well as over 40 #1

brands in its client portfolio, including: Tide, Pampers and Olay (Procter & Gamble); Pillsbury and Cheerios (General Mills); Theraflu and Triaminic (Novartis). The agency represents clients with combined annual revenues of approximately \$500 billion and market capitalization of approximately \$650 billion.

Saatchi & Saatchi is known for its outstanding creative ideas that generate powerful emotional connections between consumers and products. This is a key element in Lovemarks, Saatchi & Saatchi's unique methodology for elevating the status of brands designed to create "loyalty beyond reason" and "inspirational consumers."

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act:, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi -- a global digital knowledge and resource center that leverages the combine scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

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About Publicis Groupe

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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