

DIGITAS



MEDIAVEST AND DIGITAS FORM KRAFT FOODS ONE TEAM TO SERVICE GLOBAL AOR

Susan Canavari of Digitas Appointed to Lead the Combined Team

NEW YORK - December 02, 2009 - MediaVest and Digitas announce the formation of Kraft Foods One Team to serve the Global AOR relationship, uniting the agencies and Kraft Foods-dedicated talent. The Kraft Foods One Team combines the capabilities of MediaVest and Digitas in a seamlessly integrated, digitally centric organization that delivers cross-channel activation and scale, as well as content solutions, analytics and innovation. The Kraft Foods One Team will be activated inside MediaVest, with the organization reporting to Bill Tucker, CEO, MediaVest.

Susan Canavari, executive-vp of Digitas has been appointed to lead the combined team. She will report to Tucker in her new role and continue to report to Tony Weisman, President, Digitas Chicago Region, Global Client Leader, in her Digitas duties.

"The Kraft Foods One Team fuses together MediaVest and Digitas resources into a powerhouse team of talent and capability. This AOR was structured to deliver tremendous synergy and agility that drives ROI and builds Kraft Foods' business," said Tucker. "Further positioning it for success is the appointment of Susan to helm the team. She's established a reputation across both organizations, and with the Kraft client, as a world-class leader, a brilliant business mind and digital visionary."

"The Kraft Foods One Team is a demonstration of VivaKi's commitment to liquid talent come to life. We're thrilled to bring our resources and talent to this powerful collaboration on behalf of Kraft Foods," said Weisman. "Susan's business acumen and experience across traditional and digital channels makes her the ideal leader for the team."

"By moving strategic thinking and capabilities into one core team, the Mediavest/Digitas team will take an integrated approach to delivering world-class marketing for our business. Digital media will automatically be incorporated into everything we do, so we'll be able to manage and leverage our media investment in a more flexible way," said Mark Stewart, VP Global Media Services, Kraft Foods. "Susan's leadership, business, digital and innovation experience, as well as knowledge of Kraft Foods, give her a unique skill set to create a new servicing approach and model that will strengthen our brands communications programs."

Susan Canavari

Canavari originally joined Digitas in 1988 and after a two year stint at Ogilvy, rejoined the agency in 2007 as Executive Vice President at Digitas where she has led the Kraft and additional key client relationships as well as the office's new business efforts. At Ogilvy, Canavari served as senior partner, worldwide client services director where she led the integrated Time Warner Cable account and was worldwide direct marketing lead for Lenovo. An expert in digital and direct marketing, Susan built her career at Digitas, helping to launch and establish our presence in the U.K. and successfully leading General Motors accounts are among her many accomplishments during the 15-plus years she has spent at the agency.

About MediaVest

MediaVest, a subsidiary of Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), 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 *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, The Coca-Cola Company and Wal-Mart. For more information, please visit www.mediavestww.com.

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 combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577) 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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About VivaKi

VivaKi is the strategic entity created by Publicis Groupe to leverage the combined scale of its media and digital operations, which represent nearly US \$50 billion in global adspend and influence. VivaKi aggregates the marketplace influence of four autonomous brands, including two global media agencies: Starcom MediaVest Group and ZenithOptimedia; a leading digital marketing agency: Digitas; and a premiere futures practice: Denuo. On behalf of its agency brands and their clients, VivaKi faces the market to help identify and build technology, message distribution, audience aggregation and content solutions for the future. Sitting at the core of VivaKi is the VivaKi Nerve Center, which serves as a think tank, R&D center and testing ground to activate new pathways for clients to connect with consumers in an increasingly digital world. VivaKi also includes a Talent & Transformation Practice, which leverages the scale of the VivaKi brands to develop and deliver tools and approaches designed to attract, develop, train, motivate and reward the world's best people.

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