



PRESS RELEASE
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ZenithOptimedia Announces Senior Management Changes in Americas

ZenithOptimedia announced today that Rich Hamilton, CEO ZenithOptimedia Americas, is taking a leave of absence for personal reasons. This is with immediate effect.

The company is making a number of well deserved promotions.

Tim Jones is promoted to the new position of Chief Executive Officer, ZenithOptimedia USA reporting to Steve King, Chief Executive Officer, ZenithOptimedia Worldwide.

Tim has been with the group since 1985, and moved to New York 6 years ago serving most recently as Chief Strategy Officer ZenithOptimedia USA.

Wendy Marquardt is promoted to Chief Operating Officer, Zenith Media USA. Wendy joined Zenith in 1997 as part of the core management team.

Peggy Green takes an expanded role becoming President, Broadcast and Entertainment, Zenith Media USA. Peggy has been with Zenith since its inception in the US in 1995.

Mike Drexler continues as CEO Optimedia USA.

Sunni Boot, CEO ZenithOptimedia Canada, and ZenithOptimedia's Latin American operations will report on a temporary basis to Steve King.

Mike, Wendy and Peggy will report to Tim and along with Bruce Goerlich (EVP Director Strategic Resources), Mark Himelfarb (CFO ZenithOptimedia Americas), and Joe Shain (CEO ZenithOptimedia Direct) make up a management team in the US that has achieved considerable success over the past 5 years particularly, marked by consistent client satisfaction and three-fold revenue growth.

Steve King, CEO ZenithOptimedia Worldwide, commented: "Being able to accomplish these changes within the existing management speaks volumes to the commitment, talent and leadership qualities of this team."



ZenithOptimedia is part of Publicis Groupe one of the world's leading global media services agencies with 170 offices in 60 countries.

ZenithOptimedia "The ROI Agency" is committed to delivering to clients the best possible return on their advertising investment.

This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimization of Media) tools have been designed to add value and insight.

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