

Euro RSCG 4D DRTV Announces Executive Promotions

Significant business growth fuels senior-level staff additions

Portland, OR and Carlsbad, CA; June 30, 2004 – Euro RSCG 4D DRTV – the largest full-service direct response television (“DRTV”) advertising agency in the United States – has named three senior professionals to help lead the company’s growing business, it was announced today by Spencer J. Brown, CEO of Euro RSCG 4D DRTV. “The promotions of Darrell Williams and Jeff Brown, as well as the hiring of Dalton Mangin are a direct result of the significant growth we have experienced in our business in recent months,” said Brown. “Each of these professionals have demonstrated success in their careers and we are thrilled that they are part of our team.”

Darrell Williams was recently promoted to vice president and executive creative director of Euro RSCG 4D DRTV – a new position - where he will be the senior executive responsible for creative execution within the agency. Williams previously served as director of creative development for the agency, where he built a reputation for marketing some of the most recognizable consumer brands including MSN TV, Tropicana and Philips Consumer Electronics. Williams is based at agency headquarters in Portland, Oregon.

Jeff Brown has been named to the recently created position of vice president, agency services, for Euro RSCG 4D DRTV, also based in Portland. Brown -- a 14-year veteran with the agency – most recently served as an account director, where he received many accolades from clients for his account management skills, and from the agency for his ability to expand relationships. In his new role, Jeff will continue to manage accounts including Brookstone, CharBroil, and Exercise Your Eyes, and will add oversight of the account group.

Dalton Mangin recently joined Euro RSCG 4D DRTV as director of business development, where he will be responsible for introducing our agency’s capabilities to fortune 1000 companies. Mangin previously served as vice president, business development, for Warren Direct in Austin, Texas. In this position he pioneered the agency’s “Direct to Brand” approach that allows clients to simultaneously build their brand while utilizing DRTV to increase revenues. He will be based in the agency’s Carlsbad, California office.

Euro RSCG 4D DRTV – formerly Euro RSCG Tye MCM – has been a leader in the direct television industry since its establishment in 1988.

With offices in Portland, OR and Carlsbad, CA, Euro RSCG 4D DRTV is the largest full-service DRTV agency in the United States. Euro RSCG 4D DRTV provides fully integrated DRTV services—including research, creative, production, media and logistics – to a variety of clients, including several Fortune 1000 companies. Euro RSCG 4D DRTV has managed campaigns that have generated over \$7 billion in sales. With over sixteen years of experience, Euro RSCG 4D DRTV has managed hundreds of programs for clients such as AT&T Wireless, Bissell Homecare, Inc., Select Comfort, Good Times Entertainment, Hewlett-Packard, MSN TV, Savvier and Whitney Education Group.

Euro RSCG 4D is the world's largest **Direct** and **Digital** agency network, with unparalleled sophistication in the ability to **Drive** brand experience and sales through promotion, merchandising, channel, field and experiential marketing, all built on an intelligent approach to **Data** that produces original insight, as well as accountable results. Only one worldwide group brings all these disciplines together in one comprehensive marketing approach with scope and scale as Euro RSCG 4D.

Euro RSCG 4D DRTV is part of Euro RSCG Worldwide, a leading integrated marketing communications agency, represented by 233 offices located in 75 countries throughout Europe, North America, Latin America, and Asia Pacific. Euro RSCG provides advertising marketing services, corporate communications, and interactive solutions to global, regional, and local clients. The agency's client roster includes Airbus, Air France, Aventis, Cap Gemini, BNP Paribas, Danone Group, Intel Corp., LVMH Louis Vuitton, MCI, PSA Peugeot Citroen, Reckitt Benckiser, and Volvo. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (NASDAQ: HAVS – Euronext Paris SA: HAV.PA).

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