

Euro RSCG 4D DRTV Announces Executive Promotion

Continuing Business Growth Generates Senior Management Addition

Portland, OR and Carlsbad, CA; January 21, 2005 – Euro RSCG 4D DRTV – the largest full-service direct response television (“DRTV”) advertising agency in the United States – has promoted Shannon Ellis to executive vice president of business development. This announcement was made today by Steve Netzley, COO and President, Media Services of Euro RSCG 4D DRTV. “The promotion of Shannon Ellis is vital to our continued growth and success in the direct response television industry,” said Netzley. “He has demonstrated his commitment to our agency and how we approach DRTV over the past four years, and has brought in numerous key pieces of business with which he has been able to create and maintain great relationships. We are proud to have him leading our business development team.”

Shannon Ellis was recently promoted to executive vice president of business development for Euro RSCG 4D DRTV – a new position - where he will be the senior executive responsible for managing the Business Development team. Ellis previously served as vice president of business development for the agency, where he built a reputation for being able to represent the services of Euro RSCG 4d DRTV to companies ranging from a Fortune 500 to an entrepreneurial start-up. Ellis is based at the agency’s office in Carlsbad, California.

Euro RSCG 4D DRTV – formerly Euro RSCG Tyee 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 seventeen years of experience, Euro RSCG 4D DRTV has managed hundreds of programs for clients such as Bissell Homecare, Inc., Select Comfort, Good Times Entertainment, Countrywide, DirecTV, MSN TV, Savvier and Euro Pro.

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).