

FOR IMMEDIATE RELEASE

Mediabrand's Wahlstrom Hires Kathleen DeCaire-Aden as Chief Executive Officer

*Directory Marketing Expert Joins Wahlstrom to Accelerate Growth and Multi-Platform
Media Integration*

Norwalk, CT: April 14th, 2010 — Wahlstrom, the IPG Mediabrand's (NYSE: IPG) specialty marketing unit dedicated to driving customer acquisition through local print and interactive marketing (Mobile, Search, Social Networking and Directory Marketing), announces today the appointment of Kathleen DeCaire-Aden to Chief Executive Officer. DeCaire-Aden is currently on the National Marketing Division Advisory Council and served for the past eight years as CEO for SMG Directory Marketing, a part of Publicis Groupe. At Wahlstrom, DeCaire-Aden will be part of the Geomentum Executive Committee, reporting directly to Geomentum CEO, Dave Walker.

As Wahlstrom's CEO, DeCaire-Aden will be focused on two things: explosive growth of the esteemed 50 year old Wahlstrom brand, an acknowledged leader in the print and search space, as well as multi-platform integration with the larger Geomentum hyper-local offering. To achieve Wahlstrom's growth and expansion goals, DeCaire-Aden will leverage Wahlstrom's expansive digital team, comprised of key talent from Atmosphere BBDO, Organic, Reprise Media and Yahoo! to accelerate the hyper-localization of digital platforms like mobile, search and social to deliver on measurable sales and acquisition success for clients. In addition, DeCaire-Aden will be focused on developing strong relationships with key business partners across the publishing and digital space in order to deliver a strong future for Wahlstrom and clients.

Working in alignment with Geomentum leadership, DeCaire-Aden will direct a team of more than 150 professionals to provide Wahlstrom clients with fully-integrated, performance-driven local marketplace solutions that harness the power of the neighborhood for competitive advantage. Powered by a network investing \$2 billion in hyper-local media annually, DeCaire-Aden and the Wahlstrom teams will leverage Geomentum's proprietary geospatial technology to drive store-level success for clients by creating custom marketing programs across thousands of neighborhoods. Mediabrand's Geomentum is the first and largest integrated marketing and media agency in the hyper-local space.

"Today, advanced technologies have made it possible for marketers to truly begin to leverage the power of the neighborhood, and Kathleen has been a key driver in pushing the industry to recognize that a 'local' neighborhood is not just physical anymore. It is digital. It is virtual. It is social and importantly, mobile," says Dave Walker, CEO of Geomentum. "The customer connections within that 14-15 minute drive time are more critical than ever before and Kathleen is the perfect leader to deliver integrated solutions across new media in the hyper-local marketplace, grounded in a results-driven, customer acquisition mindset."

"Wahlstrom is backed by the deep commitment and investments Mediabrand's and Geomentum have made to bring excellence, accountability and innovation to the local marketplace. There is a sincere focus on the potential of this very critical driver in the new consumer purchase path," says Kathleen DeCaire-Aden, CEO of Wahlstrom. "Wahlstrom is a deeply respected agency and I am excited to join this future-focused company to deliver on its pursuit of greater ROI and growth for clients."

As DeCaire-Aden steps into the role of CEO, Geoff Kehoe, President of Wahlstrom, has been promoted to President, Geomentum Ventures.

About Kathleen DeCaire-Aden:

DeCaire-Aden brings 23 years of directory-industry leadership, experience and trusted expertise to Wahlstrom. DeCaire-Aden has led teams through dramatic changes and transitioned

organizational disciplines to create relevant services for today's national and local clients. At SMGDM, DeCaire-Aden orchestrated the growth of the company from a print-only shop to an integrated local directional marketing services agency, spanning print, digital and mobile media.

DeCaire-Aden is currently on the National Marketing Division Advisory Council. She is a past member of the Yellow Pages Association Board of Directors and chair of the AAAA's Telephone Advertising Committee, and spent two years as chair of the Association of Directory Marketing. Prior to her post with SMGDM, DeCaire-Aden worked at Communications Planning Corporation (CPC), later TMP Worldwide, in account services and new business development.

About Wahlstrom:

Wahlstrom is a print and interactive marketing expert with a local point of view. Wahlstrom helps clients navigate the media landscape with strategic and localized media solutions that capture customer attention and deliver business results. Services include search, directory, display, mobile and social solutions. Bundling technological know-how with vast experience in brand strategy, Wahlstrom has more than 200 advertising professionals servicing over 300 brands. Powering Geomentum, Wahlstrom is part of the largest national hyper-local network, which currently plans and activates \$2 billion in local media annually.

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