



FOR IMMEDIATE RELEASE

Contact: Alisa Monnier, Mediabrands
312.274.6811
alisa.monnier@mediabrandsww.com

MEDIABRANDS' WAHLSTROM GROUP WINS YELLOW PAGES INDUSTRY EXCELLENCE AWARD

Agency Honored for Insight-Driven, Multicultural Yellow Pages Campaign

NORWALK, CT--May 4, 2009 – Wahlstrom Group, the Mediabrands specialty unit dedicated to bringing local interactive marketing to Mobile, Search, Social Networking and Directory Marketing (Print Yellow Pages & IYP), today announces that it received an award at last week's Yellow Pages Association's (YPA) Industry Excellence Awards Conference in San Diego in the Creative Design category. The YPA Industry Excellence Awards recognize Yellow Pages publishers, marketers and suppliers for outstanding achievement in the directory advertising business, an industry that generates \$31 billion annual worldwide and \$14 billion in the United States. Chris Jones and Bob Lamb accepted the award at the YPA conference.

Wahlstrom received a silver award in the Creative Design category with client Money Management International (MMI), the nation's largest, nonprofit, full service credit counseling and education organization. The winning program brought MMI's messaging closer to acculturated (English-speaking) Hispanics through placement of bilingual advertising in English-language directories. "We are honored to be recognized by the YPA for this program with Money Management International," says Geoff Kehoe, president of Wahlstrom. "Wahlstrom continues to strive to bring big ideas and culturally-relevant local strategies that connect with consumers and inspire action."

"At MMI, we do our best to provide financial education and credit counseling to all segments of the population," says Courtney Velek, Marketing Manager, Money Management International. "This bilingual yellow pages campaign served as the perfect complement to our Spanish-language efforts."

About Wahlstrom Group

Wahlstrom Group is a print and interactive marketing expert with a local point of view. Bundling technological know-how with vast experience in brand strategy, Wahlstrom Group is the 3rd largest CMR/Yellow Pages agency in the world with more than 200 advertising professionals servicing over 300 brands. Wahlstrom delivers data driven, national and local solutions that increase conversions.

Mediabrands

One Dag Hammar skjold Plaza New York, NY 10017

About Money Management International:

Money Management International (MMI), is a non-profit community service organization that provides confidential financial guidance, counseling and debt management assistance to consumers. MMI helps consumers trim their expenses, develop a workable budget, lower their debt payments and repay debts. Services are available by phone. To visit with an MMI counselor, call toll-free 1-800-762-2271- 24 hours a day, 7 days a week. Spanish speaking counselors are available. Consumers can also learn more by visiting the MMI home page at www.moneymanagement.org.

About Mediabrands

Created by IPG to manage all of its global media-related assets, Mediabrands employs 6,500 communications specialists operating in 90 countries and manages \$30B in global media billings. It is a proven entity in helping clients maximize the impact of their marketing investment to deliver explosive business results. As the worldwide support center, Mediabrands enhances the communications offering and performance across its network of media agencies including Initiative, Universal McCann, MAGNA and a roster of diversified service groups. Mediabrands is part of Interpublic Group (NYSE: IPG), one of the world's leading organizations of advertising agencies and marketing services companies. For more information, please visit www.mediabrandsww.com.

#

Mediabrands

One Dag Hammar skjold Plaza New York, NY 10017