

## PRESS RELEASE

### ZenithOptimedia announces the launch of Zed Digital

ZenithOptimedia has rebranded all its interactive and digital units in Europe under the name of Zed Digital in the first phase of a global roll out.

Whilst taking advantage of its parent company's positioning to ensure best in class service for common clients, the Europe-wide rebranding is also designed to create new opportunities for direct business.

Zed Digital specialises in all digital platforms, from Interactive Performance Marketing to Mobile. It is a leading network with strong expertise and market position within each local market.

Imminent new acquisitions in the digital performance marketing arena will enhance Zed Digital's areas of expertise yet further.

As part of this initiative, Frédéric Joseph, who has been overseeing the ZenithOptimedia digital business in France (while also chairing the French Interactive Advertisers Bureau), has relocated to London to take up the new role of Zed Digital European CEO. He will work alongside the Global CEO, Steve King.

Steve King said, "While we have very good operations in local markets, we wanted to provide greater cohesiveness to our operations and to better harness knowledge and insights by bringing these teams under common leadership. We are already forecasting continued rapid growth in our digital activities and believe this initiative will deliver significant growth and client benefits."

Zed Digital currently has a staff of 180 people across the EMEA region. Regional clients include HP, L'Oréal and Toyota.

*For further information please contact :*

Frédéric Joseph, CEO – EMEA, Zed Digital  
Tel : +44 20 7961 1172  
E-mail : [frederic.joseph@zenithoptimedia.com](mailto:frederic.joseph@zenithoptimedia.com)

Steve King, Worldwide CEO, ZenithOptimedia  
Tel : +44 20 7961 1046  
E-mail : [steve.king@zenithoptimedia.com](mailto:steve.king@zenithoptimedia.com)

Adrian Sayliss, COO, ZenithOptimedia  
Tel : +44 20 7961 1016  
E-mail : [adrian.sayliss@zenithoptimedia.com](mailto:adrian.sayliss@zenithoptimedia.com)