

Press Release

Martin Kralik appointed as CEO of ZenithOptimedia Czech Republic

Martin Kralik has been appointed as CEO of ZenithOptimedia Czech Republic.

Martin has 10 years' media agency experience and has worked in senior roles in planning, buying and new business. His last position was Buying Director of MindShare Czech Republic. Martin will take up his new role before the end of April 2007.

Andras Vigh regional CEO of ZenithOptimedia CEE&ME said:

"The appointment of a new CEO is a crucial step in the life of ZOCZ. I believe that Martin's long experience, knowledge and history in both buying and planning side will add tremendous value to ZenithOptimedia and he will be able to sharpen our offering. ZOCZ has grown well in the past year and I have strong confidence that Martin will be able to further facilitate that."

Martin Kralik commented: "I am very excited by this new opportunity; ZenithOptimedia is a great network and it will be a fantastic challenge to implement our global success in Czech Republic."

For further information please contact:

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ZenithOptimedia is one of the world's leading global media services agencies with 170 offices in 65 countries.

ZenithOptimedia is one of the leading media agency groups in Central and Eastern Europe with offices in over 20 countries.

Our regional clients list includes Nestle, L'Oreal, British Airways, Electrolux, HP, Puma, Toyota, Lexus, Sanofi-Aventis, and many major local appointments.

ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment.

This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.

The ZenithOptimedia Village enables the widest range of communications opportunities and skills to be brought together to ensure the most powerful connections are made with consumers.