

## PRESS RELEASE

### ZENITHOPTIMEDIA ANNOUNCES MANAGEMENT CHANGE IN ITALY

ZenithOptimedia today announces that Ernesto Pala will be retiring from his position as CEO of ZenithOptimedia Italy. Ernesto Pala has been with Optimedia, and subsequently ZenithOptimedia, since 1995. ZenithOptimedia also announces that Vittorio Bonori, who is currently COO, will succeed Mr Pala from 1 January 2008. Mr Pala has agreed to remain on the Board for a short period to ensure a smooth transition.

Steve King, Global CEO of ZenithOptimedia, commented: "Ernesto is one of our most experienced and loyal executives and I thank him for all his support and friendship over the years and wish him the very best for the future." In regards to Mr Bonori, Mr King said: "In making a management change of this magnitude, it is always more satisfying when we have an internal successor. In the case of Vittorio, we have one of our network's most intelligent and trusted executives. I believe he has the full confidence of his management team and clients. I look forward to working with Vittorio over the coming years."

Vittorio Bonori commented: "I am honoured to accept such an important challenge, within a Group that has offered me so much, both personally and professionally, and which has shown the market and its clients the strength of its values, quality and innovation. I thank Ernesto for his professional collaboration and for the friendship we have shared these last 12 years, and I wish him all the best in his future challenges. ZenithOptimedia is a leading global company, which owes its success to a team of highly skilled professionals, to a unique strategic platform and to exclusive technologies and research. I am very happy to have the chance to lead ZenithOptimedia and will do it with passion and enthusiasm, knowing that I can count on a team of extraordinary professionals."

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ZenithOptimedia is one of the world's leading global media services agencies with 175 offices in 69 countries.

Key clients include AlcatelLucent, Beam Global Spirits & Wine, British Airways, Darden Restaurants, Electrolux, Fox Filmed Entertainment, General Mills, Giorgio Armani Parfums, Hewlett-Packard, Kingfisher, Mars, MBNA Europe, Nestlé, L'Oréal, Puma, Polo Ralph Lauren, Qantas, Richemont Group, Sanofi-Aventis, Siemens, Thomson Multimedia, Toyota/Lexus, Verizon, Whirlpool, Wyeth and Zurich.

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.