



ZENITH MEDIA NAMED MEDIA PLANNING AND BUYING AGENCY OF RECORD FOR HARRAH'S ENTERTAINMENT®

NEW YORK, October 23, 2008 – Zenith Media, a Publicis Groupe-owned communications planning and buying agency, today announced it has been named the media planning and buying agency of record for Harrah's Entertainment.

Harrah's Entertainment recently completed a media agency review with the goal of consolidating planning and buying across its many properties.

Harrah's Entertainment was searching for a media partner that could best navigate the future media landscape and our evolving needs," said David Norton, Chief Marketing Officer. "We chose Zenith Media because of their ability to deliver superior media buy quality at competitive costs, with strategic media planning and innovative media research to ensure the best use of funds in meeting our business objectives."

"Harrah's Entertainment is an exciting company" said Tim Jones, CEO, ZenithOptimedia. "Through the review process, we were able to bring a unique perspective that drives brand message to retail in a compelling way in connecting with their customers. This is a terrific win and we are excited to apply our strategic insights to enhance marketing ROI for Harrah's Entertainment."

Harrah's Entertainment will be managed from Zenith's New York office with support from Chicago, Seattle and Irvine CA. Zenith Media's impressive client list includes AstraZeneca, Darden, General Mills, HP, JPMorgan Chase, Lexus, L'Oreal, Nestlé, Schering-Plough, Scion, Toyota, Twentieth Century Fox and Verizon.

About Zenith Media USA

Zenith Media USA, known as "The ROI Agency", is a leading media services agency in the US. Owned by Publicis Groupe SA, it is part of ZenithOptimedia Group which operates in 195 offices across 70 countries.

Zenith Media USA is committed to delivering to clients the best possible return on advertising investment.

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