



## **ZENITH MEDIA NAMED MEDIA PLANNING AND BUYING AGENCY OF RECORD FOR LONGHORN STEAKHOUSE AND THE CAPITAL GRILLE**

NEW YORK, June 24, 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 LongHorn Steakhouse and The Capital Grille, both part of the Darden Restaurants family of companies.

LongHorn and The Capital Grille were acquired by Darden Restaurants, Inc. late last year and recently completed an agency review. Zenith also represents Darden's two largest concepts – Red Lobster and Olive Garden.

“All the agency finalists did a tremendous job outlining their unique abilities and applying their team's talents and expertise to our company's expanding needs,” said Terry Stanley, Executive Vice President of Marketing for LongHorn Steakhouse. “Zenith Media was selected based on its deep local market knowledge and proprietary tools to deliver media ROI. Zenith also has an entrepreneurial approach which fits wonderfully with the spirit of LongHorn.”

“LongHorn Steakhouse and The Capital Grille are exciting companies poised for continued growth,” said Tim Jones, CEO, ZenithOptimedia. “Through the review process, we were able to bring a unique perspective to connect with their customers, drive traffic and enhance marketing ROI. This is a wonderful win and we are excited to apply our strategic approach and expand our longtime relationship with Darden.”

LongHorn Steakhouse and The Capital Grille joins Zenith Media's impressive client list, which includes Verizon, Toyota, Lexus, Scion, General Mills, L'Oreal, Nestlé, and HP as well as other Darden brands -- Red Lobster and Olive Garden.

### **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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