

STEVE GREIFER NAMED CEO OF HONEYSHED

World Class Talent Joins from Digitas

New York, New York – For Immediate Release – Maurice Levy, CEO of Publicis Groupe, David Droga, Creative Chairman of Droga 5 and Patrick Milling Smith, CEO of Smuggler have announced that Steve Greifer has been named CEO of HoneyShed LLC.

HoneyShed is the world's first digital shopping destination that combines branded entertainment with social networking. HoneyShed is a unique joint venture between the Publicis Groupe, Independent agency Droga5 (Creativity Magazine's 2007 "Agency of the Year") and acclaimed commercial production company Smuggler. Launched in Beta late last year, HoneyShed is now preparing for its major consumer launch with a complete site revamp and a multi-million dollar integrated campaign, with a target launch date of November 1.

Greifer will lead a team in evolving the site experience, producing and distributing content, driving audience demand and attracting advertisers and other partners. Along with his partnership with Droga, Greifer has also assembled an all-star team from Digitas and Denuo to assist in the launch.

David Droga embraced then-Digitas CEO David Kenny's endorsement of Greifer for the position. "We have evolved a clear creative vision that is unique in the marketplace, and that is aligned with the desires and behaviors of our target. It is now time to deliver upon HoneyShed's true potential as a breakthrough marketing tool, and we are confident that Steve will effectively lead HoneyShed in delivering upon its promise to advertisers and their audiences." Droga has noted Steve's ability to provide leadership and ideas on both the creative and business sides of HoneyShed, and called him the "catalyst to success that is needed for this venture."

Steve comes to HoneyShed from Digitas, also owned by Publicis Groupe, where he was SVP/Global Lead of Digitas' promotions practice. Steve is an accomplished leader and integrated marketer with a full command of the digital space. He has been instrumental in making promotions, partnerships, and media activation core tools in Digitas' offering. Digitas received a great deal of recognition during Steve's tenure, culminating most recently in PROMO Magazine's recognition of Digitas as Agency of the Year for 2008. Prior to his arrival at Digitas almost eight years ago, Steve was SVP and General Manager of Contemporary Marketing, the sponsorship and promotional activation arm of SFX (now Live Nation), and prior to that led sponsorship innovator PS Promotions, Chicago. Steve's experience as an attorney, most recently in the legal department at Leo Burnett, also informs his approach to marketing and partnerships.

"I am fortunate to be part of such an exceptional team, and to have such an amazing array of resources to drive success," says Greifer. "When I decided to join Digitas almost eight years ago, I did so because I believed that it represented the future of marketing. I feel that same excitement in joining HoneyShed; we are at the cusp of the transformation of entertainment and commerce as we know it, and HoneyShed's position at that intersection seems to be the right place for success for our client partners, and for our enterprise."

For further information please contact Stephen Greifer at greifer@honeyshed.com