



PUBLICIS GROUPE

PRESS RELEASE

## **Zenith Media Joins Forces With Moxie Interactive**

### ***Move Reinforces Zenith's Digital Capabilities***

Paris, August 10, 2006 — Zenith Media, a part of Publicis Groupe's ZenithOptimedia Worldwide, has agreed to acquire Moxie Interactive, the Atlanta-based digital advertising agency. While Moxie's capabilities will be fully integrated into Zenith Media to enhance its on-line planning and buying offerings, Moxie will retain its name, all employees and continue to operate as a free-standing unit out of Atlanta. It will report into Tim Jones, CEO ZenithOptimedia Group, North America, and will infuse its services throughout all offices of Zenith Media USA.

Moxie Interactive will help expand Zenith's digital capabilities beyond interactive media buying into the full array of digital communications. The applications cover a vast range of services from online media, search engine and e-mail marketing, to technology development and hosting, interactive kiosks and signage, and e-commerce retail, as well as across the PC, mobile, OOH and TV platforms.

Maurice Lévy, Chairman and CEO of Publicis Groupe said: "In a world where communications are increasingly digital, interactive and mobile, Moxie is a powerful new addition to the Publicis Groupe family. We are delighted that Moxie will reinforce the world-class media services Publicis Groupe already provides through its Starcom MediaVest and Zenith Optimedia networks. This initiative is part of our targeted acquisition strategy, in which we consider the very best teams for our development, especially in digital communications. Moxie is one of these teams. Its particularly innovative and outstanding services will be proposed to all of Publicis Groupe's clients in the USA. This is why we aim to continue growing much faster than the market."

Tim Jones, CEO ZenithOptimedia Group, North America, commented, "There is great chemistry between Zenith and Moxie. We share the same values and are both committed to delivering tangible ROI successes. Technology drives Moxie's business model, but they don't let that get in the way of great creativity. We will infuse this culture throughout Zenith putting digital front and center in a truly transformational step for this agency as we take on the future. This union with Moxie will enable us to develop even more holistic solutions, online and offline, for our clients."

"We are thrilled to become part of this highly regarded media powerhouse," said Kris Zagoria, founder and CEO of Moxie Interactive. "This agreement will give us the autonomy to continue to do what we do best, while leveraging the client base and reputation of Zenith to make a significant splash in the digital landscape."



Wendy Marquardt, COO of Zenith Media USA said, "Here, at Zenith, we are very fortunate to have worked with the best digital agencies in the world--because of the various partnerships that these companies have with our clients. However, I must say that Moxie has very unique assets that encouraged us to move forward together...not just because of the cultural similarities between our companies...but, because Moxie is so resourceful in delivering excellence in digital media!"

### ***Growth: The Engine Driver to Partnership***

Since its creation in 2000, Moxie Interactive has experienced dramatic growth with approximately 50% annual growth over the past two years. Its headquarters in Atlanta now numbers more than 110 "interactive gurus" serving clients such as Verizon Wireless, Coca-Cola, The Home Depot, and other Fortune 500 companies. The company offers a full range of digital services: online advertising, search engine and e-mail marketing, mobile and gaming, viral, technology development and hosting, interactive kiosks and signage, and e-commerce retail.

As part of Publicis Groupe's ZenithOptimedia Worldwide led by Steve King, Global CEO, Zenith Media is known as "The ROI Agency". Zenith Media began in the US in 1995 and has enjoyed unprecedented growth, growing three-fold in the last 6 years. Jones attributes much of Zenith's growth to its strong relationship with a wonderful group of clients and its readiness to expand the scope of its work and to move into new areas of communication.



### **About Moxie Interactive**

Founded in 2000, Atlanta-based Moxie Interactive combines the humanity of creativity with the abundant options of digital technology and the precepts of traditional advertising to enable clients to meet their goals across all digital platforms. Moxie's team encompasses the proficiency to integrate digital and offline messaging and branding into cohesive campaigns.

Recently ranked as one of the top 50 interactive agencies by *Advertising Age*, Moxie Interactive has a team of more than 110 employees and an impressive list of clients including Verizon Wireless, ServiceMaster, Cox Search, The TruGreen Companies, and Saks, Inc.

Web site: [www.moxieinteractive.com](http://www.moxieinteractive.com).

### **About Zenith Media USA**

Zenith Media USA, with its 600 employees, is part of Publicis Groupe's ZenithOptimedia Worldwide, and is known as "The ROI Agency." Committed to delivering to clients the best possible return on their advertising investment, ZenithOptimedia is Advertising Age's Global Media Agency of the Year and the world's sixth largest media agency. This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimization of Media) tools have been designed to add value and insight.

Web site: [www.zenithmedia.com](http://www.zenithmedia.com)

### **About Publicis Groupe**

Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB)

Publicis Groupe is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 104 countries on five continents.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications.

Web sites: [www.publicisgroupe.com](http://www.publicisgroupe.com) and [www.finance.publicisgroupe.com](http://www.finance.publicisgroupe.com)

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### APPENDIX 1

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#### Moxie Interactive

Moxie Interactive is made up of approximately 110 interactive gurus, well known for their knowledge and passion for interactive media and certainly some of the most talented professionals of their generation. Since its creation in 2000 in Atlanta by Kris Zagoria, Moxie has experienced dramatic growth and now serves clients such as Verizon Wireless, Coca-Cola, The Home Depot, Service Master, Cox Search and other Fortune 500 companies. As a leader in the field, Moxie Interactive was recently ranked as one of the top 50 interactive agencies by *Advertising Age*. The company offers a full range of digital services: online advertising, search engine and e-mail marketing, mobile and gaming, viral, technology development and hosting, interactive kiosks and signage, and e-commerce retail.

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With a strong IT infrastructure Moxie's capabilities of ad serving and managing websites include the following:

- Requirement Analysis
- Information Architecture
- E-commerce Application Design
- Database Architecture and Design
- Content Management Tools
- Email Campaign Management Tools
- Complex Application Interfaces
- Transaction Processing
- Secure Transmission of Sensitive Data
- Support and Maintenance

In addition, Moxie won the following awards in 2005:

- "Best of the Best" award from the Atlanta Interactive Marketing Association
- Yahoo! Big Idea Chair – awarded to unique and outstanding work in the field of creative marketing and advertising
- Bronze ShowSouth Award for *Weather.com's* Desktop Weather campaign
- Multiple awards in the iNova Awards Show
  - Gold for Parisian.com in the Corporate Website: Retail Store category
  - Bronze for The HUB Graffiti IN Bundle in the Banner Campaign category
  - Honors for the V CAST in the Best Rich Media Campaign category



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### APPENDIX 2

## Moxie Interactive, Inc. Executive Biographies

### **Kris Zagoria** **Chief Executive Officer**

Kris Zagoria launched Moxie Interactive in early 2000. Kris attended the University of Georgia where she majored in Studio Art. After graduating college, Zagoria became a partner in a video and film production company, where she worked on projects for ESPN, Mercedes-Benz and Limelight Productions. During the mid-1990s she joined New World Rising, a video post production company, where she created graphics, animation and special effects for award-winning broadcast TV commercials. She then co-founded Barking Dog Studio, a video/audio/interactive and pre-press division within O2 ideas, a Birmingham-based traditional advertising agency. Fairly soon after, the new media work was moved under it's own department, O2 Interactive, and Kris was named President, In this role she led teams in Internet and Intranet strategy, design, development and implementation until founding Moxie Interactive in early 2000.

Notable achievements Kris brought to Moxie in 2005 include:

- Selected as Atlanta's #1 Fastest Growing Women-Owned Firm for 2005 by the *Atlanta Business Chronicle*
- Presented with the Emory University Goizueta Business School Eagles Award for fastest growing companies in the Southeast
- Named *Best Innovative Campaign* by AdBumb for the Verizon Wireless V CAST launch
- Named *Agency to Watch* by MediaPost

### **Joel Lunenfeld** **Vice President of Media Services**

Joel Lunenfeld, vice president of media services for Moxie Interactive, is responsible for leading all digital media strategies and planning. He oversees media planning, buying and analysis as well as all functions of Moxie's research department. Lunenfeld has a degree in Cultural Anthropology which gives him a unique perspective on the human behavior and motivation behind marketing trends in a digital age. Prior to joining the company, Joel worked at Xceed Inc, in New York where he developed strategies and media solutions for both traditional and online campaigns, and worked closely with brands such as Castrol Oil, Turner Networks, and Planet Hollywood. Joel graduated from the State University of New York at Buffalo where he held his first marketing position, working for the Buffalo Sabres NHL hockey franchise.

### **Shelley Bertsch** **Chief Marketing Officer**

As chief marketing officer for Moxie Interactive, Shelley Bertsch is tasked with managing corporate marketing initiatives, supervising various client accounts, developing new business initiatives, and regularly playing a role in the creative process. Prior to Moxie, Bertsch managed traditional projects, trade shows and e-mail marketing campaigns for Paradyne Corporation's corporate marketing department. In 1998 she moved to the agency world, where she managed Paradyne and Roadhouse Grill accounts with WestWayne until 2000. Bertsch also spent some time at Exile 7<sup>th</sup>, an interactive marketing firm where she managed advertising campaigns and implemented online marketing strategies. Bertsch was a founding member of Voltage Factory, where she



directed the business account management team. Bertsch has a degree in visual communication from the University of Florida.

**Bob Conquest**  
**Chief Creative Officer**

Bob Conquest joined Moxie Interactive in 2001 as creative director. In his current position as chief creative officer, he is responsible for leading the department in all creative deliverables. Prior to joining the company, Conquest gained experience in the interactive design industry while working at NEC Technologies and Pollack, Levitt and Nel. During this time, he was involved in the creative development of Claus.com, one of the largest and most successful holiday sites, and served as the creative lead on national accounts such as Kimberly-Clark Healthcare and Powertel. In 1998, Conquest joined WestWayne as one of the founding members of their interactive department, where he lead creative on Celebrity Cruise's Web site and worked on projects for BellSouth Mobility and Russell Athletic. Following his two years at WestWayne, Conquest joined Voltage Factory as associate creative director and worked closely with dot.com start-ups such as Nurseslounge.com and Mpower Communications, and successfully redesigned the Web site for NetBank. Conquest earned his degree in business administration from the Art Institute of Boston.

**Allen Baxter**  
**Chief Technology Officer**

As chief technology officer, Allen Baxter oversees software development, technology support, and hosting infrastructure for Moxie Interactive clients. His prior experience includes working as a computer operator and network administrator for the Electrical and Computer Engineer Department at the University of Alabama, Birmingham. During this time, Baxter created the first UAB School of Engineering Internet and Intranet sites and was responsible for network operations and a 4,000+ user environment. In 1998, Baxter joined St. Vincent's Hospital in Birmingham as Webmaster for the hospital Internet and Intranet sites and in 1999 became the resource planning manager for Ascension Corporation, a new start-up spawned by St. Vincent's. Baxter has a degree in electrical engineering from the University of Alabama in Birmingham.

**Jana Steckler**  
**VP Client Services**

Jana Steckler joined Moxie Interactive in 2003 as an Account Director. She brought with her a wealth of interactive experience and was promoted to her current post as VP, Client Services in 2004. Jana began her career in direct mail marketing in her hometown of Atlanta, Georgia. A few years into her career, she quickly realized the potential of the interactive medium, and made the transition. Prior to joining Moxie in 2003, Jana worked in Account Management at various interactive agencies, leading online marketing efforts for clients such as AutoTrader.com, American Cancer Society, and TNT. Her interactive experience includes online advertising campaigns, database marketing, interactive game development, and website development. She is a graduate of Auburn University with a degree in Public Relations.