



PUBLICIS MODEM

FOR IMMEDIATE RELEASE

DIGITAL INTEGRATOR DREW MEYERS APPOINTED TO MANAGING DIRECTOR PUBLICIS MODEM WEST IN SAN FRANCISCO

Meyers In Key Role Leading SF Office, Heading Digital Team on T-Mobile and Developing Digital Business Across Publicis USA Offices

SAN FRANCISCO, CA (July 26, 2010) – Drew Meyers has been appointed Managing Director, Publicis Modem West in San Francisco, elevated from his current position as SVP, Digital Group Account Director at Publicis Seattle. Meyers is a digital veteran, with over 15-years in digital, mobile and multi-channel relationship marketing. He has led digital initiatives for Publicis Seattle creating recognized work for T-Mobile, Chevy Volt/Xbox and HomeAway.com.

As Managing Director of Publicis Modem West, Meyers will lead all agency activities across the San Francisco office reporting directly to Dani Nadel, President, Publicis Modem USA. He will also continue to play an important role heading up the digital team on T-Mobile. Additionally, Meyers will be taking on a new role working directly with Susan Gianinno, Chairman and CEO, Publicis Worldwide in the USA, to develop digital business across Publicis USA offices in New York, Dallas and Seattle.

Dani Nadel stated, "I'm really excited by the passion and energy Drew brings to the Publicis Modem team. He has deep capability in digital and mobile; a rich combination valued in our business. I know Drew will make his mark on both the San Francisco office, while closely marrying our capabilities and services within the Publicis USA network of offices."

Susan Gianinno stated, "Digital is becoming more central to everything we do across Publicis. It is essential that we have the strongest possible digital specialist agency in San Francisco where digital opportunities are being created daily. Drew is the perfect person to lead our digital agency in the West and to help us grow with digital everywhere".

Meyers succeeds John Rabasa who is moving to the new role of Director of Experiential Strategy for Publicis Modem USA, while retaining his San Francisco client responsibilities and new business support for the office.

Prior to joining Publicis USA in Seattle, Meyers was Senior Vice President, Group Account Director, MRM/McCann Worldgroup, San Francisco, leading large aspects of the Microsoft B2B and online/digital business from 2005 – 2009. Before McCann, Meyers was with Digitas in Boston and San Francisco, on the Charles Schwab, InterContinental Hotels and Delta Air Lines businesses. Previously, Meyers had account management duties at Paul Kaza Associates and Smart Communication in Vermont. He started his career as a trading assistant at Salomon Brothers in New York, and holds a BA from Middlebury College in Vermont.

About Publicis Modem

Publicis Modem is the global digital network uniquely embedded within Publicis Worldwide. Since its launch as Publicis Modem in 2007, the network has grown rapidly to become the fourth largest digital agency in the world with a presence in more than 40 countries, including China, India and Russia. From the Internet's first banner ad in 1994, to the first viral campaign in 2002, Publicis Modem is the leading multi-channel digital experience agency creating digital initiatives for some of the world's most-talked about brands including Citi, General Mills, Hasbro, HP and PayPal, among others.

About Publicis Worldwide in the USA

Publicis Worldwide in the USA is the North American operating unit of Paris-based Publicis Worldwide, the largest global agency network within the world's third largest communications company, Paris-based Publicis Groupe. The Publicis USA mission is 'Creating Contagious Ideas that Change the Conversation'.

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