



From: **MPG**

Contact: MPG Global
Sally Domingo
Global Marketing Manager
+44 207 393 2548
sally.domingo@mpg.com

MPG ANNOUNCES NEW CHIEF EXECUTIVE OFFICER

Alfonso Rodés Vilá has been officially announced as MPG's new Chief Executive Officer (CEO). The appointment follows the progression of the previous CEO, Fernando Rodés Vilá, to CEO of Havas - MPG's parent group.

Alfonso Rodés benefits from both a background in merchant banking, as well as over 10 years experience within Media. Entering MPG as The Head of Corporate Development in 1996, Alfonso became the CEO of MPG Spain and Southern Europe, as well as the CEO for MPG's sports network, Havas Sports in 2001.

Alfonso Rodés comments;

"This appointment represents the continuation of our commitment to the future of both MPG and Havas. The current media landscape is filled with opportunities and I look forward to working with our management teams to ensure that we continue to drive the company and its people forward."

MPG, the first specialised media agency in Spain, was set up in 1978 by Leopoldo Rodés Castañé. In 1999 MPG became the media arm of Havas operating in 10 markets.

The company now spans over 91 markets offering a portfolio of specialist networks that collectively service over 1,000 clients and employ over 3,500 people.

- Ends -

Editor notes:

MPG is the global media arm of Havas.

MPG, one of the world's fastest growing media agencies, has grown from 10 Markets in 1999 to 91 markets in 2006. Its ability to deliver world class global insights and intelligence for consumer behaviour has been rated as A+ by Industry body Recma (2005).

MPG services its clients through a portfolio of global/local specialised networks which include Media Planning (Global Media Network) Media Contacts, (Interactive Media Specialist), Havas Sports (Sports Marketing/Sponsorship Agency), B6 (Branded Entertainment), EHS Brann (Direct Marketing) and Arena (Communications consultancy) among others.

MPG is a market leader in Latin America, Portugal and Spain, number two in France and a leader in other European markets and North America.

MPG's recent new business wins include: Goodyear Dunlop (France, Spain, Italy, Portugal, Greece, Belgium, the Netherlands and Luxemburg); **Veolia Environnement** (France, UK, Germany, Central Europe) **Masterfoods**, France's "Provence-Alpes-Côte d'Azur" region, **Sarbec**, **Danone** and the **Accor group's "Formule 1" hotels** (France); **Eidos** (Great Britain, France and Germany); **De Agostini** (Great Britain); **Mango**, **Viajar.com**, **Fagor**, **Osborne**, **Agencia Tributaria**, **Guia Campsa**, **Iveco**, **La Caixa** and **Fnac** (Spain); **Dialog** (Poland); **La Costeña** and **Sanborns** (Mexico); **Hotel.com**, **Garlik**, **Robert Dyas**, **New Covent Garden Soup** (UK) **ExxonMobil** (USA);