



MARCOS “MALA” LACERDA NAMED PRESIDENT OF MOMENTUM WORLWIDE IN BRAZIL

SAO PAULO, BRAZIL (12 November, 2009) – Momentum Worldwide Chairman and CEO Chris Weil today announced the appointment of Marcos “MaLa” Lacerda as President of Momentum Brazil. Prior to his post at Momentum, MaLa was at promotion and events firm 360°, and is an industry veteran with more than 20 years experience in marketing communication.

“Momentum Brazil is one of our most successful and fastest growing offices. To keep this trend going, we have identified a proven leader with an outstanding reputation to deliver excellent, award-winning work for our clients,” said Weil. “ We are excited to welcome someone who understands the local market, and also has a desire to collaborate with our offices around the world. I am looking forward to working with him to take Momentum Brazil to new heights.”

Luca Lindner, Regional Director of Latin America and Caribbean, and CEO of McCann Erickson Brazil added, “I think MaLa is the perfect new addition to Momentum Brazil because of his depth of experience and his vast network of client contacts. MaLa is coming into our family at a time when our growth trajectory is expected to be very fast, as the country readies for both World Cup and the Olympics.”

Weil added, “Thanks to Danilo Moraes, our product continues to embody creative excellence. He has also proven to be an amazing leader, and we are excited to announce today his promotion to Chief Creative Officer. In his new role, he will partner with MaLa to grow Momentum and keep it a truly great place to work.”

Moraes previously served as Vice President-Creative and Planning Director at Momentum. His 15+ years of industry-leading creative has resulted in numerous awards and recognition.

Momentum is the first and only truly Phygitalsm marketing agency in the world. We create ideas and brand engagement with consumers through the seamless interplay of experiences in both the physical and the digital space. By leveraging the Company's expertise in live events and sponsorship, interactive storytelling and content creation, music and entertainment marketing, social networking, and retail and promotional marketing, Momentum develops concepts and solutions that connect with how consumers live today. Momentum delivers on this promise in 51 countries. Momentum Worldwide is part of the McCann Worldgroup, the world's largest marketing communications network, housed within Interpublic Group [NYSE: IPG] <http://www.momentumww.com>

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