



**Euro RSCG Worldwide Names Jose Cabaco Chief Creative Officer,
North America**

***Euro RSCG Snags Top Creative from Wieden + Kennedy to Oversee Creative
Across North American Network***

New York, NY. April 10, 2008. Euro RSCG Worldwide today announced it has hired Jose Cabaco, 43, as Chief Creative Officer, North America, effective immediately. Jose will report directly to Esther Lee, Chief Executive Officer, North America and President of Global Brands.

"Jose is that rare creative talent who combines excellence in both strategy and creative, in both creative concept and execution, in both inspiring and authoring, and in driving both creative vision and creative operations," said Lee. "He is also that new breed of creative thinker who starts with a culture-building idea, not the medium. This will allow us to more powerfully create opportunities for our clients in a multi-dimensional media world. Jose works fully-engaged and with all of his passion. I cannot think of a better creative partner to help create the next stage of Euro RSCG in North America."

"Euro RSCG Worldwide presents a rare opportunity in that it has the desire to raise the bar of its creative product, it offers the resources of a global network and it gives me the chance to partner with Esther Lee, a former Wieden client at Coca-Cola, whose enthusiasm and commitment to promote excellent creative products is very respected," said Cabaco.

Cabaco comes to Euro RSCG Worldwide from Wieden + Kennedy, where he served as Creative Director, first in Amsterdam and more recently at its flagship office in Portland, Ore., and oversaw the creative strategy for Nike Europe, Nike Latin America and Electronic Arts. In 2002, he co-founded Home and served as Executive Creative Director for the creative advertising agency in Lisbon, Portugal, which later merged with Grey Advertising. Prior to this, Cabaco worked at Saatchi & Saatchi Lisbon where he was part of the European Creative Board, Cineponto/Leo Burnett Lisbon, Vitruvio Leo Burnett Madrid, Young & Rubicam, Nova Publicidade and EPG/TBWA in Lisbon. Throughout his career in Portugal, he served as Creative Director for leading clients, including 3M, BPN Bank, Coca-Cola, Galp Oil, GlaxoSmithKline, Honda, Kellogg's, Master Foods, McDonald's, P&G, Philip Morris, Portugal Telecom, RTP TV, Sara Lee, Staples, Suzuki, Vodafone, Totta Bank, TV Cabo and The Lisbon Fashion Show.

Born in Maputo, Mozambique, Cabaco from the Institute of Art & Design (IADE) in Lisbon with a degree in industrial design. Cabaco was one of the founders of the Creative Club of Portugal and participated on the Film Jury at the 50th Cannes Advertising Festival. Prior to launching his career in advertising, Jose worked as a car, furniture and ceramics designer. He also co-founded *BIKE* magazine and was a creative partner of Sneakers Delight stores in Portugal.

Cabaco has been honored at numerous national and international awards, including Cannes, Ibero-American Advertising Festival (FIAP), New York Festival, Grand Prix at the FTC Festival and Art Director of the Year for four consecutive years. In addition, Young & Rubicam Portugal and Nova Publicidade were recognized as "Agency of the Year" under his creative direction for four consecutive years.

"In today's over-communicated, over-copied world, we believe brilliant creativity is a competitive point of difference for our clients," said David Jones, Global CEO of Euro RSCG. "And delivering the best creative ideas is all about having the best creative people. Jose is one of those. He's a massive talent who shares our values - he's multicultural, entrepreneurial and hugely ambitious."

"Jose's vast and varied experience has prepared him for this sizeable leadership role at Euro," said Lee. "He has been an entrepreneur, and has worked on small brands at big agencies and big brands at creative hot shops. While he has strong U.S. experience, he has worked on four continents, speaks five languages and embodies a global cultural spirit. And, his ventures go beyond advertising and even



communications. His perspective on our clients' business challenges and on how we set up an agency model of the future will be invaluable."

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About Euro RSCG Worldwide

Euro RSCG Worldwide, a leading integrated marketing communications agency and *Advertising Age's* and *Campaign's* 2006 Global Agency of the Year, is made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, and Asia-Pacific. Euro RSCG provides advertising, marketing services, corporate communications, and interactive solutions to global, regional and local clients. The agency's client roster includes Air France, BNP Paribas, Charles Schwab, Citigroup, Danone Group, Diageo, EFFEN Vodka, Heineken USA, Hyatt, IBM, Jaguar, Kraft Foods, Lacoste, L'Oréal, PSA Peugeot Citroën, Reckitt Benckiser, sanofi-aventis, Schering-Plough and Valspar. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (Euronext Paris SA: HAV.PA).

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